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RPM—who is
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**Contractors
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W. Glam LPC**

**Warwicks ACCC
resigns**

**'Standstill'
to continue**

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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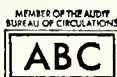
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COMMENT

RPM—RIP?

Is resale price maintenance on "ethical" medicines at wholesale level dead? We would like to say that reports of the death are "wildly exaggerated", and the obituary premature, but it will now take a miracle to breathe new life into the corpse.

The question of who began the conspiracy to murder was debated more openly than hitherto at the Lincolnshire Pharmaceutical Committee's fifth annual conference (p572) when Mr Peter Dodd, managing director of Unichem, faced some hostile questioning about his organisation's part in the affair. How it all started, and why, and when, may be open to dispute, but there is little doubt that one of the final nails in the RPM coffin has been supplied by Unichem's decision to drop the "pretence" of some of their competitors that the huge discounts now being offered are only available on non-RPM lines.

Two possible routes to resurrection remain, however. The first is the fact that Unichem have excluded Beecham and Glaxo products from their scheme, since these two companies have expressed their intention to take positive action to uphold their conditions of sale. If other manufacturers were to follow this positive lead—as they should have done at a much earlier stage in the RPM breakdown—then there might still be hope. But if Mr Dodd is correct in his assessment of the reasons the industry is failing to take action (such as fear of US anti-trust laws and EEC rules), then that cause is already lost. How long one or two companies could hold out on their own is questionable, especially where competition existed with a non-RPM supporter.

The second possibility is that the manufacturers will prefer to cut basic prices themselves, rather than watch the wholesalers do it for them. There has been some talk of reducing the wholesaler margin from the customary 15 per cent to perhaps 10 per cent, thus limiting the wholesalers' room for manoeuvre and inevitably forcing a rethink about the discounts being offered in the latest schemes. But of course the overall effect would be the same as discounting for the retail pharmacist—reduced service, reduced credit periods, lower on-cost, etc. And while it must be admitted that for some pharmacies the wholesalers' service has been what can only be described as extravagant, and one which could benefit from some pruning, it is only possible to speculate on the service that would be offered to the "marginal" pharmacy at the end of a long van run or without an acceptable level of dispensing turnover if the wholesaler has less profit to play with. This, then, is not the saviour that retail pharmacy can acclaim with total equanimity.

But there was one positive message on RPM from the Lincolnshire conference—that the retail end should remain secure. Mr John Wells, executive director of the OTC medicine industry's Proprietary Association of Great Britain, stressed that although "ethicals" and home medicines were the subject of the same Order under the Resale Prices Act, the cases presented to the Court were fought on entirely different grounds. Indeed, the recent Price Commission inquiry showed that maintained retail prices were being observed, and it also attributed the slower rate of closure of pharmacies compared with some other outlets, partly to the benefits of medicines RPM.

Clearly there has been no change of circumstances since the court hearing which would warrant any reconsideration of this aspect of RPM, and it remains against the public interest that anyone should be encouraged by price or any other means to purchase more medicines than they require. For the rest of RPM, the future looks bleak and retail pharmacists would be well advised not to start counting those extra discounts as profits in the bank!

W. Glam overruled on levy payment

The decision of West Glamorgan Local Pharmaceutical Committee to withhold the levy to the Pharmaceutical Services Negotiating Committee has been overruled by contractors with a 24 to 23 vote. A meeting in Swansea, last week, was attended by 47 (of 100 eligible) contractors including 12 voting representatives from Boots and Co-operatives. Mrs Marion Rawlings, Welsh PSNC representative was also present.

A second vote (32 for, 8 against, 7 abstentions) gave the LPC authority not to collect the levy after March 31, if the committee was not satisfied with PSNC's performance on remuneration by that date. Mr Martyn Lloyd, LPC secretary, described the decisions as "giving PSNC six months to act". On a third motion the meeting decided that a meeting with ASTMS should be arranged—for information purposes only. Mr Lloyd said West Glamorgan representatives would attend the LPC conference in November and if they could not put a motion, they would support or seek to amend a motion, to the effect that a non-pharmacist negotiator should be obtained by PSNC.

Warwicks LPC resignations over PSNC 'failures'

The majority of Warwickshire Area Chemist Contractors Committee has resigned because no satisfactory progress has been made by the Pharmaceutical Services Negotiating Committee on arbitration on profit margin and national salary negotiations.

In a letter to PSNC secretary, Mr S. Axon, Warwickshire chairman Mr E. D. Hurt says the ACCC had reviewed events and was forced to the conclusion that no worthwhile progress had been made on any major issue. In fact, he continues, ground had been lost because public support generated by the Parliamentary campaign and petition had been largely dissipated by a failure to follow them through in a resolute manner. "In short, the Warwickshire Committee no longer has confidence in the ability of PSNC to negotiate a fair deal for contractors despite the overwhelming justice of their case".

The Committee reaffirmed named persons to represent on various bodies, at a meeting last week, and five members of the Committee resigned with effect from November 30. Those abstain-

ing or absent were not sufficient to constitute a quorum. The letter therefore asks PSNC to arrange a local election.

In the meantime the interests of contractors will be taken care of by the designated persons and the Committee is to call a meeting of contractors before the resignations take place to explain and to invite support should the resignees seek re-election. Mr Axon told *C&D* he had received the letters and would put it before PSNC, but he could comment no further.

Bottle payments extended

The arrangements on additional payments for medicine bottles agreed between the Pharmaceutical Services Negotiating Committee and the Department of Health has been extended to December 31. Prescriptions must be endorsed to the effect that the usual container could not be supplied.

Cocaine levels are critical

There is a world shortage of cocaine, due to the leading cocaine manufacturer's processing problems. Supplies to the UK have been cut back to such a level that there is unlikely to be enough material to satisfy future demand, based on current usage, says the Department of Health.

The manufacturing problems are likely to continue for some time and although the Department of Health is trying to find alternative sources of supply, it emphasises the need for conserving

stocks. No advice has been issued on alternative preparations, as priorities vary according to clinical judgment but the Department suggests that pharmacists should discuss, with their clinical colleagues, steps to reserve existing stock for essential use.

Rubinstein take on Coty responsibilities

Helena Rubinstein are taking over the responsibility for the manufacture, marketing and distribution of Coty products in the UK and Eire. It is anticipated that a number of Coty employees will join Helena Rubinstein and will assume positions at all levels. Currently Helena Rubinstein is in the process of expanding the capacity of its Surrey factory to manufacture the Coty line. No further information is yet available. Rubinstein is owned by Colgate-Palmolive.

Fewer pharmacies in Northern Ireland

In Northern Ireland, there were 523 pharmacies operated by 480 pharmaceutical chemists taking part in the NI Health and Social Services, by December 1977, according to the Central Services Agency annual report. The figures represented a reduction of 13 pharmacies and 16 pharmaceutical chemists over 1976.

There were 58 dispensing doctors in 41 practices—an increase of three and one respectively. A domiciliary oxygen service was provided by 138 pharmaceutical chemists at 141 pharmacies. Official rotas were operated at 253 pharmacies in 13 towns. There were on average 3.4 pharmacies per 10,000 population.

During the year, 12,162,083 prescriptions were dispensed on 7,547,563 forms at a gross cost of £25,113,867—an average of £2.06 per prescription. The average monthly cost however was £1.86 in January, reached a peak of £2.21 in August and fell to £2.16 by December.



Mr Ian Macfadyen MPS, of Kelvinside, Glasgow is seen here receiving the Unichem golf trophy and replica from Mr Michael Frith (left), chairman of Unichem. Mr Macfadyen also won a set of four Gary Player woods donated by Colgate-Palmolive. The Unichem/Colgate Pharmacist Golfer of the Year tournament was held at the Ferndown Club near Bournemouth. Mr F. Adamson MPS was second, and Mr J. Donnelly MPS third

Rural standstill extended —but Graham Walker backtracks on limitation

Mr Graham Walker, a member of the working party that produced the Pharmaceutical Society—Pharmaceutical Services Negotiating Committee proposals for the rational location of pharmacies, has had a change of heart about one of the document's fundamental points—limitation of NHS contracts.

Presenting his report as secretary of Lincolnshire LPC on Sunday, Mr Walker first announced with pleasure that the General Medical Services Committee of the British Medical Association has now agreed to a further year of "standstill" to enable negotiations to continue on the implementation of the Clothier report on dispensing in rural areas. That report, said Mr Walker, envisaged a national committee to decide whether dispensing should be done by a doctor or a pharmacist; it would have no power to control the number of dispensing outlets, only who should run them. The national practices committee proposed in the PSGB-PSNC document, on the other hand, would in reality control the number of pharmacies and could easily be dominated by the Department of Health—rationalisation could become a euphemism for limitation, which could turn to nationalisation.

Lincolnshire LPC now believed, therefore, that there should be full and open debate "before our negotiators give away our fundamental freedom of contract". The LPC has tabled the following motion for the LPC Conference in November:—"That it is the opinion of this meeting that while it has been considered necessary to surrender freedom of contract in rural areas it expresses concern that the PSNC now deems it necessary to extend restrictions throughout urban areas."

Too much for too little

Explaining his personal change of mind, Mr Walker said that on reflection he believed pharmacy was giving away too much for too little. Under the circumstances, the Society's Council has "released" Mr Walker from attending meetings on its behalf on the matter. Later Mr C. D. Ross, a member of PSNC and Lincs LPC, dissociated himself from the "anti" view, saying that a planned service was in the interests of both the profession and the community.

A second motion for the LPC conference from Lincolnshire seeks to increase the regionally-elected members of PSNC from six to 15. Even a superman could not be expected to co-ordinate and communicate with 22 LPCs from Lincolnshire to the Scottish border and across to the Irish Sea, as Mr Urwin had to do, said Mr Walker.

The contrary view on rational location

was put to the conference by Mr S. Axon, PSNC secretary. The aim, he said, was rational distribution, not rational limitation; in France, the system had led to the opening of 4,600 new pharmacies between 1957 and 1977, with 304 in 1977.

Such a system was essential if the principles of the new NHS contract, already accepted by Conference, were to come into being. The proposed allowances—basic practice, initial practice, premises, locum and ancillary, additional pharmacist—were all intended to produce a contract suited to the individual pharmacy, but the Department had said it could not accept some of these while there was freedom of entry into contracts. Progress therefore depended on rational distribution—the alternative was to continue with the averaging system under which payment was by speed of operation rather than quality of service.

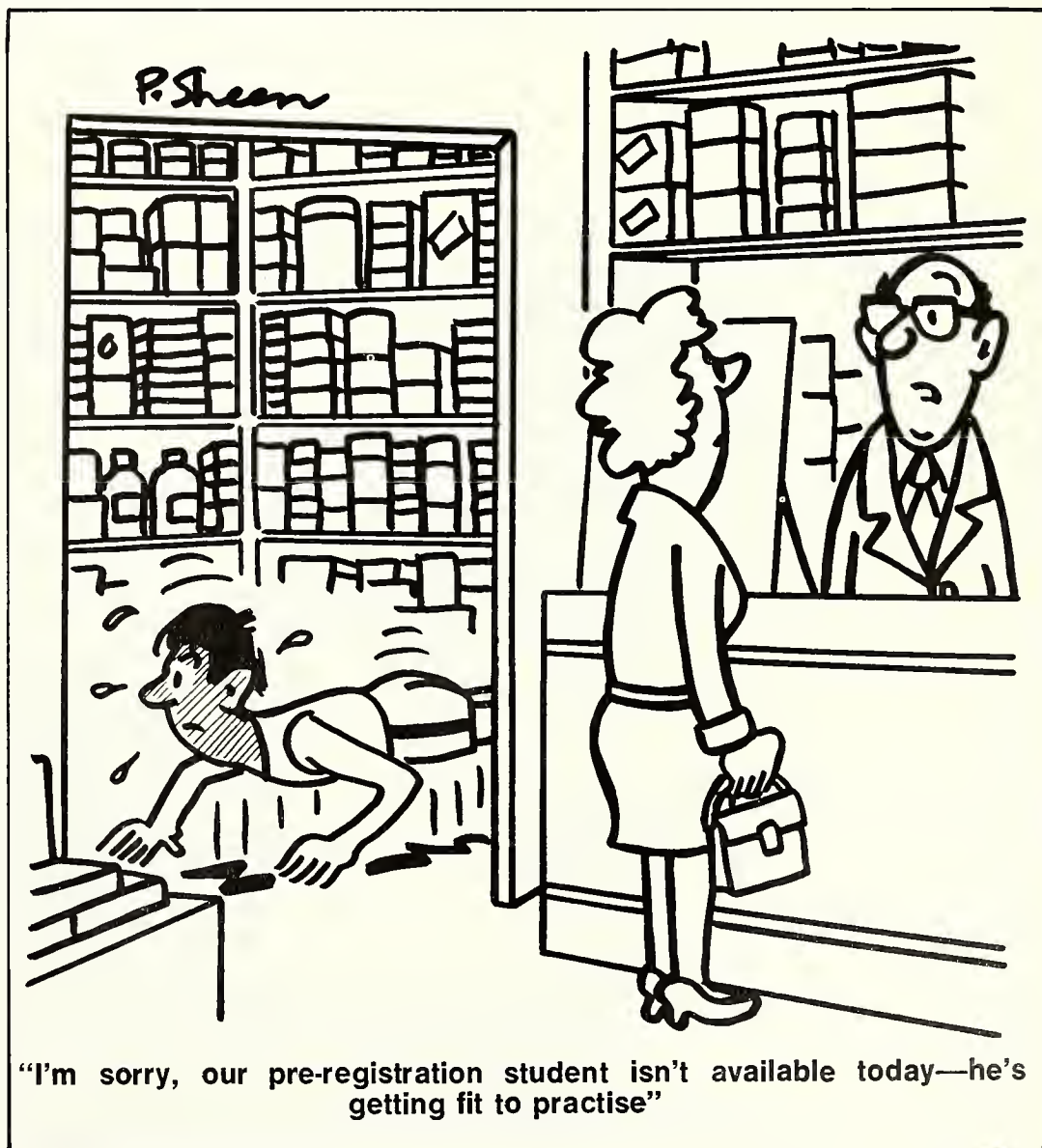
But, Mr Axon went on, the quid pro quo for rational distribution was an injection of cash into the NHS for the formation of consortia in or adjacent to health centres where necessary, together with retirement gratuities, relocation expenses and allowances for the estab-

lishment of pharmacies in areas of need.

Mr R. C. Timson, Kirton, asked what would happen when rational distribution became "redistribution," with the pharmacist directed to move his business. Mr Axon replied that if a pharmacist were earning a reasonable living he must be necessary in the area and providing a reasonable service; a business that was not, or where the pharmacist was "locked in" and could not retire, would be given the incentive to relocate. Mr Walker suggested that the flaw was in believing that Mr Ennals would provide allowances *without* direction of pharmacies, but Mr Axon said it was "no cash, no planned distribution." Mr Ross asked pharmacists to look at what they were actually being asked to give up—the opportunity for one pharmacist to "move in" on another, and perhaps with EEC harmonisation the right of continental pharmacists to "move in" on those in the UK.

Time off for safety

Guidance on "Time off for training of safety representatives" has been published by the Health and Safety Commission to come into effect on October 1. This Code of Practice, is to be read in conjunction with the HSC booklet "Safety Representatives and Safety Committees" which includes the full text on the Regulations on Safety Representatives and Safety Committees also coming into effect October 1. The Code of Practice is available free of charge from HSE area offices.



Boots experiment with bar code system

Boots have installed a Sweda Universal Product Code reading system to experiment with computerised point-of-sale information. Boots have been holding trials with POS data-capture systems in a larger store in Sheffield since 1975 (*C&D*, June 11, 1977, p845) and they have concluded by connecting the checkout terminals of the UPC system from a smaller store to the mini computer in the main branch until the end of this week.

The UPC installation is claimed to be unique because it is the first system to go live in the UK. Boots have since marked some of their own brand lines with the product identification bars (the UPC code) and UPC labels have been attached to another 400 items. Only the identification number is on the label because prices are held on the minicomputer.

Boots are using the UPC bar codes for the trial, instead of the more recent European Article Number because UPC printing and reading equipment is readily available. Four Sweda 800 checkout terminals fitted with a hand held "reading" wand or pen are being used. To register a transaction, the bar code on each item is "read" by the wand, the information transmitted to the computer and almost instantaneously the correct price is transmitted back to the terminal together with its description, and printed out on to a receipt. Boots have been able

The Sales Receipt

More information is provided for you on your sales receipt
It will tell you not only how much you have spent but also,
for most items, what you have bought.
An example is shown below

Item description	Stock Number	1234567	TOOTHPASTE	SO	35	Price
Indicates the item is on special offer						
Quantity and price of each where more than one is purchased	3 @ 20 EA	6542138	VITAMINS		60	Total value of the 3
Date	100778		TOTAL		.95	Total amount of the purchases
Transaction Number	0201	0033				CASH
Till Number						

Part of the leaflet Boots are giving to customers to explain the new system. Note the detailed information on the receipt

to design their own cash-point system around the terminals. Customer credits, credit sales, and returns are all handled within the system, including staff discounts, special discounts and the monitoring of and accounting for special offers. The main Sheffield store system affords Boots "up-to-the-minute" management information on sales trends, stock levels, cash control, security and accounting.

The minicomputer simultaneously logs all data on to magnetic tape. This is

Independent Chemists Marketing Ltd's chairman, Mr David Coleman (left) being presented with the Distributive Industry Training Award by Mr Brian Willett, recently (*C&D*, July 22, p129). During his speech, Mr Willett mentioned in passing, that the DITB Award did not mean "Do It In The Bath" as some people thought



returned, daily, to the Boots Computer Centre in Nottingham. Here the information is further processed, tying in with Boots own existing stock replenishment system. Staff scheduling information is also taken from the same tape. It is also planned to transmit all data from the computer in Sheffield via land line to the main frame computer at Nottingham.

It is intended that the main trial will run through the 1978 Christmas trading period at which time all the objectives of the experiment will have been fully met and will then be replaced by conventional electronic registers.

Boots are handing out leaflets to customers in the experimental store explaining the checkout system and new sales receipts. Staff reaction has been favourable and customers have accepted the system without bias, said a Boots spokesman. The information on till receipts was especially liked. Boots will assess the advantages and disadvantages when the experiment ends but are not planning further trials at present.

BNF amendments

Amendments to the British National Formulary, 1976-8 additional to those issued on October 16, 1976 and May 7, 1977, are published below. They are effective immediately, except for those concerning vitamins A and D capsules and vitamins capsules, which become effective on December 1, 1978:

Page 223 **Hypromellose Eye-drops, BPC**, ingredients: *for* "hypromellose 4500" *read* "hypromellose 4000, or 4500, or 5000"

Page 288 **Calcium with Vitamin D Tablets, BPC**, ingredients: *after* "calcium sodium lactate 450 mg" *insert* "or calcium lactate 300 mg, or a suitable quantity of a mixture of calcium sodium lactate with calcium lactate"

Page 303 **Neomycin Tablets, BP**, DOSE (adult): *for* "mega-units" *read* "g"

Page 317 **Vitamins A and D Capsules, BPC**, ingredients: *amend* the quantity of vitamin-A activity to 4000 units and the quantity of vitamin D to 400 units

Page 318 **Vitamins Capsules, BPC**, DOSE: *for* "1 or 2 capsules daily." *read* "Prophylactic, 1 capsule daily; therapeutic, 2 capsules daily."

Small business 'TUC'

An Alliance of Small Business Associations has been formed to act as the TUC of the independent sector. Among the founder members are the National Federation of Self Employed and the Institution of Business Agents; further trade associations and professional groups are in the final stages of negotiations.

The Alliance is expected to bring together the many groups which represent the non-CBI/TUC sector in order that they can on appropriate occasions speak and act with one voice. A spokesman said the Alliance would not supersede the specialist and professional roles of its member bodies. A London office close to Whitehall is being established.

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Lifebuoy Toilet Soap (Price marked 15p)	12 x large	£1.38	—	15p	17.1%
Anadin Tablets	48 x 4's	£1.59	—	6p	40.3%
Anadin Tablets	24 x 24's	£4.49	—	32p	36.8%
Mr. Sheen	12 x 178gm	£3.34	52p	39p	22.9%
Marigold Chic Rubber Gloves	1 dozen	£2.58	40½p	29p	19.9%
Lucozade	12 x 25fl oz	£3.47		34p	8.1%
Suba Star Hot Water Bottle		78p each	—	—	—
Bara Hot Water Bottle		78p each	—	—	—

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552628

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2071 - 2067

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526341/2

WATFORD
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43903 - 38393

Pharmacist jailed for receiving stolen goods

A pharmacist and another man were each sentenced to nine months' imprisonment at Middlesex Crown Court last week for receiving stolen pharmaceutical products. Mr David Tauber, the pharmacist and Mr Anthony Kanarek, a salesman pleaded guilty to receiving goods stolen from Macarthy's warehouse at Alperton, Wembley.

Two other men, Mr Alan Havens, a driver employed by Macarthy's, and Mr Colin Caldicott, a sales representative from another pharmaceutical company, pleaded guilty to conspiring to steal from Macarthy's and were sentenced to 12 months' imprisonment.

Mr Havens was ordered to pay £1,000 and Mr Caldicott, £200 compensation to the company. The head buyer at the

Macarthy's warehouse at the time of the thefts was found not guilty of being involved in the conspiracy to steal.

The prosecution said that it was unable to identify specific amounts of property stolen but a stock check showed losses of £50,000 to £75,000. However, the prosecution said that the thefts by this group of people probably amounted to about £18,000. Mr Tauber had admitted his participation in the thefts as soon as he was seen by the police and said he had received about four lots, making "a few hundred pounds, that's all, about £500 altogether."

Mr Tauber's counsel said that at the time of the offences, his client's wife was pregnant, his mother was ill and he had had difficulty with a dishonest manager in one of his shops. He had sold one of his two shops to pay for his defence. Counsel reminded the court that Mr Tauber would appear before the Pharmaceutical Society's Statutory Committee to "answer twice for his sins."

PEOPLE

Professor P. F. D'Arcy, member of Council of the Northern Ireland Pharmaceutical Society, has been appointed a vice-president of the Bureau of the International Pharmaceutical Federation. Professor D'Arcy heads the school of pharmacy at the Queen's University of Belfast.

Mr Charles Cumming, MPS, is retiring as managing director of Raimes, Clark & Co Ltd of Edinburgh after 28 years in the post. He will continue as chairman of the company. Mr Cumming was the first chairman of the National Association of Pharmaceutical Distributors in 1966. He has been honorary secretary of the Scottish Wholesale Druggists Association since 1950.

Mr Joseph Wright, OBE, FPS, FCIS, director of the National Pharmaceutical Association and a Freeman by Redemption of The Worshipful Society of Apothecaries of London, was unanimously elected to the Livery of the Worshipful Society at a meeting of the Court of Assistants recently. Mr Wright subsequently attended a meeting of the Private Court to be clothed by the Master with the Livery and to sign the Roll of Liverymen.

Professor E. J. Shellard, FPS, is retiring this Friday as professor of pharmacognosy and acting head of the department of pharmacy of Chelsea College, London. Professor Shellard, who qualified in 1936, became an experimental chemist with Parke Davis & Co in 1937. His first lecturing post was in pharmacognosy at Bristol College of Technology from 1946 to 1957. He then went to Chelsea College. He has held many offices both in the University of London and Chelsea College and has been active in his local Pharmaceutical Society branches. He has been appointed emeritus professor of pharmacognosy, University of London, in recognition and appreciation of his service to the University and his subject.

Deaths

Evans: after a severe coronary on September 26, Mr L. M. Evans, national sales manager of G. B. Kent & Sons Ltd. He was a representative of the company for 19 years, graduated to the position of area sales manager and was appointed sales manager in 1977. He is succeeded by his son, Mr L. M. Evans.

Sutherland: Mr John Thomas Sutherland, MPS, of Rychill Avenue, Edinburgh, on September 21. Mr Sutherland qualified in 1926.

Medcalfe. On September 16, Andrew Medcalfe, FPS (C&D September 23, p493). Mr R. W. Harrison, secretary, Lancaster and District Branch of the Pharmaceutical Society, writes: Members of the Branch have been deeply shocked to learn of the death of Andrew Medcalfe. I knew him as a proprietor pharmacist and as a friend and colleague

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PRICES GONE MAD?

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of quite exceptional ability. His attitude to professional matters was exemplary and this was evidenced not only in the conduct of his own pharmacy but equally in his contact with all those around him.

He was respected locally for the forthright lead which he gave in so many situations and for the advice which was frequently sought and was always forthcoming despite his very many and varied commitments. It was characteristic of him that only a day or two before his untimely death he attended a meeting of branch officers in Lancaster to consider topics of current importance.

There are others who may be better equipped than his branch colleagues to voice recognition of Andrew Medcalfe's wider contribution to the profession of pharmacy. In Lancaster, we admired his long, diligent and enthusiastic service as secretary of the Lancashire Pharmaceutical Committee, his work as a member of the Executive of the National Pharmaceutical Association and his chairmanship, some years ago, of the then National Pharmaceutical Union. Perhaps one had to be closely associated with him in these offices to appreciate not only the sheer extent of his endeavours on behalf of his fellow pharmacists but also the degree of enjoyment which he found in his work. He was fearless in the expression of the views which he held and there can be no doubt that he served his profession with loyalty and distinction.

The Branch remembers with much appreciation his warm personality and sense of humour, his deep sincerity and his outstanding service. These traits and his efforts will not be forgotten in the future.

News in brief

□ "Young people growing up" is the latest Family Doctor booklet, published by the British Medical Association. It is written by Sir Ronald Gibson, and the publication date is October 3.

□ Chemists and appliance suppliers in Northern Ireland in June dispensed 1,042,284 prescriptions (650,219 forms) at a gross cost of £2,495,826. This represents a gross cost of £2.39 per prescription.

□ The index of retail prices for all items for August 15, 1978 was 199.4 (January 15, 1974 = 100) according to Department of Employment figures. This is an increase of 0.7 per cent on the July index and an increase of 8.0 per cent on August 1977.

□ BP Chemicals have now published the fifth edition of the "Solvents for industry" booklet. Data is given on denatured ethanol, alcohols, acetate esters, ketones, solvent blends, aromatics and aliphatics. The more important physical properties of some eighteen products are listed together with information about actual and suggested uses. Available from BP Chemicals Ltd, Devonshire House, Mayfair Place, London W1X 6AY.

30 September 1978

TOPICAL REFLECTIONS

by Xrayser

Motives and choice

The writing of weekly comment—of whatever content—automatically means that the trade journals have to be read thoroughly and then thought about so as to produce a response worth reading. As time passes, such a reader finds he is getting a better grasp of pharmaceutical affairs, particularly when his mistakes or lack of knowledge are pointed out by other contributors, and he has to backtrack, or eat humble pie, or rethink his views in the light of a better understood reality. It is not wholly surprising then to find his improved understanding being recognised by his fellows, so that he is soon being nominated for various professional offices. Inevitably there comes the day when a choice has to be made, for it is hardly possible to remain anonymous, writing from the viewpoint of the average pharmacist while taking an active part in our politics. The motives for accepting public office are various . . . a need for recognition, a desire to serve, to repay debts to a profession, a yen for power, or maybe from dis-satisfaction and a desire to try to do better.

Few of us would seriously doubt that the motives of any member of, say, the PSNC were other than to try to get a better deal for retail contractors. Nor would we doubt that the motives of the West Glamorgan Pharmaceutical Committee are other than to stir for the same end. Everywhere is felt a deep unease at our ineffectiveness as a profession to negotiate adequate terms, and I would have thought it was obvious that our efforts should be aimed at ways of closing our ranks and strengthening our position. Anger which should properly be directed at the Government, or the DHSS, becomes destructive and weakening when turned inwards.

Within the day-to-day routine of our pharmacies, we all feel angry at the flaws in the contract, whether it be over the signing of scripts by old age pensioners, and the non-signing of contraceptive scripts by our youth (Letters, September 16), or the problems of colostomy aids. We need to be able to let off steam on minor as well as major matters: a useful forum which our leaders note. In trying to make some contribution to needed change I have been constrained by a number of events. I know from first hand the effects of leapfrogging and capricious changes of surgery sites, which have reduced my income to the point where I doubt if I could afford to take office in pharmaceutical politics. Yet I am in a position of great privilege, for who else is there who can talk to thousands of fellow contractors, every week, about things which trouble or amuse him? It is true that I make bullets which I hope may prove useful ammunition for those actively fighting for us, but to be effective I have to remain anonymous. It is not without cost that I made my choice, for I would like to have made my name in our upper echelons.

Research results

I am filled with natural wonder at the result of a research undertaken by or for my favourite cosmetic house, which has revealed that the bulk UK colour and cosmetic market stems from purchases considerably less than £1.00 a time. I wonder (naturally) if we should tell Rimmel or Outdoor Girl? Lucky old Revlon stockists will be able to corner the whole market now, and only 12 more lipstick shades to hold, and 12 new nail polishes. They will be pleased . . .

Credit where it's due

I must be getting colour blind. The "pink newsletter from NPA" which contained such a helpful synopsis of how we are paid for multiple supplies of reconstituted antibiotic mixtures—and which I praised in this column on September 16—turns out on re-examination to be blue-grey and issued by PSNC! Obviously it was the confirmation that we can easily work for nothing that made me see pink (diluted red?), so thank you, gentlemen of Rickmansworth, for a timely warning.

COUNTERPOINTS

Gillette's Contour razor with a pivoting head

Gillette are launching a new razor called Contour. This product will be available for sale from October 1. The razor, which like the Gillette GII uses two blades, is already on sale in the USA, where the company says it is "breaking all sales records".

The blades in Contour are clamped in a slim cartridge which pivots, automatically adjusting to the contours of the face. Gillette explain that this pivoting action means that the advantages of twin blade shaving are achieved for a significantly greater period of time—no matter at what angle the user may hold the product—than with a fixed head razor.

Contour (£2.00) has a traditional metal handle and comes with a carrying case complete with five cartridges blister packed to a display card. It is being backed by a £500,000 advertising campaign in television and in the Press in the period leading up to Christmas 1978. Magazines featuring the advertisement include the *Radio Times*, *TV Times*, *Punch*, *Mayfair* and the colour supplements.

Gillette say that their development of Contour, marketed under the name Atra in America, followed a discovery that many men don't hold their twin blade razors properly all the time during use. In fact both blades were found to be on the face only about 75 to 80 per cent of the time which meant that they were not fully effective. It is more than seventy years since the company's founder invented the first modern razor and



Gillette believe that Contour is "one of our biggest technical breakthroughs since then".

Of men who shave, 70 per cent use a "wet" razor and 30 per cent an electric one. Gillette say that this statistic has remained fairly constant for at least 20 years. They estimate that there are 13.7 million men who shave regularly with a "wet" razor in the UK. During 1978 alone £34m is expected to be spent on razors and blades, and it is estimated that in 1979 360 million blades will be sold. Gillette say further that 40.5 per cent of wet shavers use one of their products. *Gillette Industries Ltd, Great West Road, Isleworth, Middlesex.*

Hermesetas add a liquid sweetener

A new liquid sweetener (125ml £1.25) is being added to the Hermesetas range. The new formula is said to be considerably less concentrated than existing liquid sweeteners and consequently is easier to use. The formula is based on sodium saccharin, tri-cytrate and glycerol. An introductory offer on the product of a price cut to £0.99 is expected to last until the New Year. *Crookes Anestan Ltd, Telford Road, Houndmills Estate, Basingstoke, Hants.*

Bonus offers from Mentholatum

From now until October 31 Mentholatum are offering bonus terms on Deep Heat rub—standard 12 as 11, medium 12 as 10, large 12 as 10, Stop'n Grow 12 as 11, Mentholatum antiseptic lozenge 12 as 10, Mentholatum balm—tins 12 as 11, tubes 12 as 11, jars 12 as 11, Snug denture

cushions—2 cushions 12 as 11, 1 cushion 12 as 11, and Deep Heat lotion 12 as 10. Details elsewhere in issue. *Mentholatum Co Ltd, Longfield Road, Twyford, Berks.*

Chap Stick for cracking lips

Advertising support for Chap Stick will be heavier than ever before this winter, say A. H. Robins who will be using the brand's series of radio commercials, plus for the first time, poster advertising in selected regions. At the point of sale, the range of display units is again available with new crowners which emphasise the all-family usage of Chap Stick in the prevention and treatment of dry, cracked, chapped and windburned lips. *A. H. Robins Ltd, Consumer Products Division, 14 Conduit Street, London W1R 9TG.*

Flashed Fastidia

Lilia-White are offering flashed packs of Fastidia 10s offering consumers 8p off next purchase. The company claims that their advertising platform which aims the

product at dual tampon/towel users has contributed "dramatically" to the brand's development. The offer is available until October 27 or while stocks last. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3D2.*

Tudor on TV

Tudor Photographic Group are planning further television advertising to support dealers at Christmas. Because of the prolonged spell of bad weather this summer, the company has decided to stretch the original budget and by the end of the year, Tudor will have spent over £500,000 for promotions and dealer support. *Tudor Photographic Group Ltd, 30 Oxgate Lane Industrial Estate, London NW2 7HU.*

Philishave displays could win £15

Philips are making available a range of display material featuring the legend "I recommend Philishave". This material supports a trade promotion for the product which could win retailers £15. Mystery shoppers will be calling on those retailers who wish to participate and any one item saying "I recommend Philishave" displayed could win them £5, more than one means a further £5 and those retailers sporting a lapel badge with the same copy win a further £5. This promotion runs from October 1 to December 22 and is being supported by a burst of national television advertising. Further details in an enclosure with this week's issue. *Philips Electrical Ltd, City House, 420 London Road, Croydon, Surrey CR9 3QR.*

Conran products

Terence Conran—of Habitat fame—has designed a range of personal hygiene products for Declon Foam Plastics Ltd, part of the Airfix Industries Group. Declon say that Conran's brief was to design an up market co-ordinated range of products to create a new brand image and name for the humble sponge. The result—the Cassa bathroom range—will be sold through Boots from the end of the month. The range is available in two colours—blue or brown, with contrasting trimmings, and consists of a towelling face sponge, towelling mit, sponge-on-a-rope with or without friction, hand sponge, body sponge and long handled sponge, also with or without friction, a backstrap and hook. *Conran Associates Ltd, 28 Neal Street, London WC2H 9PH.*

Scholl price

The new Soft-step exercise sandal from Scholl (last week, *C&D*, p499) will cost £9.49 and not £5.49 as stated.

Promotional campaign for Swiss Bio Facial

Chefaro Proprietaries Ltd are launching a promotional campaign for Swiss Bio Facial the objective of which, says the company is to "engage the interest of chemist sales staff". Chefaro have said that to date they are not "entirely satisfied with the brand's performance in the highly competitive anti-acne market".

A prepacked display parcel incorporating products and a display unit, which in turn incorporates a free clown badge offer for the consumer. A chemist competition taking the form of a raffle has also been planned. Chemists will be given a number of free tickets for the raffle, weighted to the number of weeks they elect to display Swiss Bio Facial on the counter. Winners will receive Phillips video cassette recorders and Crown miniature television radios.

The current advertising campaign in the women's Press is being backed next month by national radio advertising. The Press advertisements are based on a cut-out mask and clown theme and will be appearing in *Cosmopolitan*, *Over 21*, *19*, *Honey*, *Company*, *Look Now*, *My Guy*, *Argus Women's Three*, *New Love* and *Jackie*, and the clown advertisement forms the basis for the free clown badge give-away offer. The radio campaign begins on October 9. Market-



ing manager, Ron Hanlon explains "Our new creative strategy is based very much in the modern idiom communicating to the audience in a language they can relate to". Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey.

Starter size of Virol added

A starter size (125gm jar) of Virol is being added to the range. Manager director, Hans Hederer explains that the company hopes this size will "spearhead the brands continuing growth to produce even faster turnover this year". From October Virol is being backed with a £300,000 advertising campaign in *Woman*, *Woman's Own*, *Mother, Mother & Baby* and *Parents*. Distributors: Jenks Bros Ltd, Castle House, 71 Desborough Road, High Wycombe.

Unichem's largest bargain buys list

To support the special offers made to customers through the national "Carry on saving" promotion which runs through October, Unichem say that they are making available the largest list of bargain buys ever. Forty three products are on offer, most of them nationally-promoted lines. The full list, which will be available between October 2 and 27, is as follows: Airbal Breathe Easy, Alberto Balsam shampoo, Angiers Junior Aspirin, Bic disposable razor, Bran Slim,

Chapstick regular, Cidal Soap, Colgate Dental Cream, Contac 400, Cussons Imperial Leather after shave, Cussons liquid brilliantine, Dettol, Duracell hearing aid batteries, Elastoplast Airstrip, Elastoplast stretch fabric, Farleys rusks, Feminax, Glucodin, Gon chilblain tablets, Johnson's baby lotion/oil prepack, Johnson's baby shampoo, Johnson's dental floss, Matey shampoo, Mentholiptus original, lemon & honey, black-currant, raspberry & honey, extra strong, Mum Rollette and refill, Nulon, Optone Crystal Clear, Palmolive soap and shave cream lather, Phensic, Procol, Radox showerfresh, Rapid Shave, Recital colourants and Super Blonde lightener, Setlers, Signal, Sunsilk hair-spray, Tampax, Ultrabrite, Unichem pastilles, Wella conditioners and Wilkinson Sword double edge blades. Unichem Ltd, Crown House, Morden, Surrey.

Super Plus Tampax correction

Certain inaccuracies were contained in the story last week (p500) about the new Super Plus product from Tampax. We apologise for any confusion that these may have caused. Tampax Super Plus will be available as 10s and 40s. There is an introductory offer which cuts the price of 12 dozen cases of 10s by £6.00

New Superdent from Bayer

Bayer are marketing Superdent, manufactured by E. R. Holloway Ltd, and available in both powder and tablet form.

In recent years the denture cleanser market has seen the chemist losing out to the grocery trade, says Bayer, and as Ian Black, marketing manager points out: "The trend for bigger and better bonuses has made it impossible for the chemist trade to compete with the grocery multiples in a market in which we believe the chemist should enjoy far better sales than he does. Recognising this we have secured the distribution rights of Superdent for the chemist trade and intend to offer deep price cuts, thus giving chemists the chance to promote an excellent quality denture cleanser at an own label price." Superdent (£0.39½ for a tube of 30 tablets and £0.37½ for the 200g powder version) is packaged red, white and blue. The product is formulated to be at once thoroughly efficient and pleasant. In particular, it provides oxygen as a bleach/steriliser, alkalinity to neutralise acid, a detergent to act as a wetting agent, plus a hint of peppermint to give an agreeable flavour, says the company. In tablet form there is an effervescent effect, the free oxygen giving an average 4 per cent nascent oxygen for bleaching and sterilising, the tablet disintegration time being 2 to 3 minutes. The powder, on the other hand, does not effervesce, but provides approximately 5 per cent nascent oxygen. Bayer UK Ltd, Burrell Road, Haywards Heath, West Sussex, RH16 1TP.



and that of 3 dozen cases of 40s by £5.40, representing a price reduction of 20 per cent. Tampax Ltd decided to add Super Plus to their range because their research has shown that nearly half of the women who use a tampon use a pad occasionally for added safety. Tampax Ltd, Dunsbury Way, Havant, Hants.

POWERFUL BRAUN SA

THE FACTS

PRODUCTS WITH POWERFUL APPEAL

1

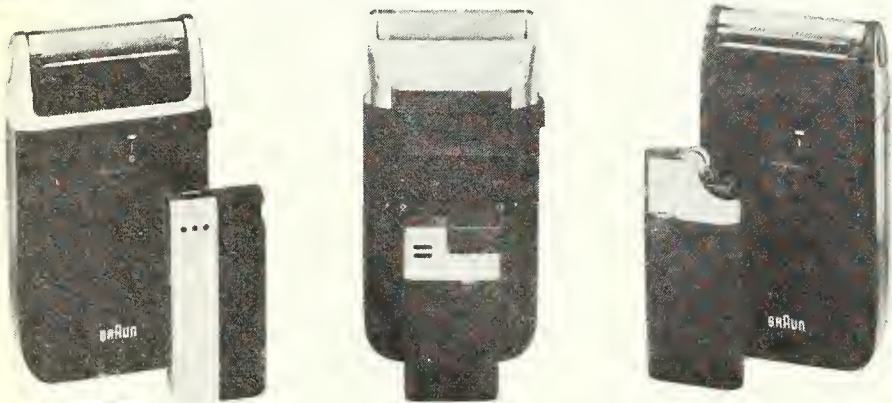
BRAUN SHAVER BOOST

40 million people will see Braun shaver advertising at least 10 times on national TV and in the press.

2

SPECIAL FREE LIGHTER OFFER

With the Braun Micron (Mach 2 lighter worth £10.30), the Braun Synchron Plus (Duo lighter worth £7.45), the Braun Compact (Dino lighter worth £3.46). You sell the shaver. We handle everything else.



3

BRAUN ELECTRONIC SENSOR STYLER BOOST

40 million people will see the Braun SDE850 advertising at least 12 times on national TV and in the colour magazines.

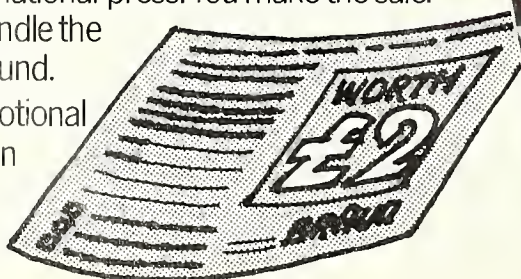
4

CASH BACK BONUS

on the Braun RS60, RS65 and DLS20 in the national press. You make the sale. We handle the £2 refund.

Each promotional

campaign has already been pre-tested and voted a winner by your customers.

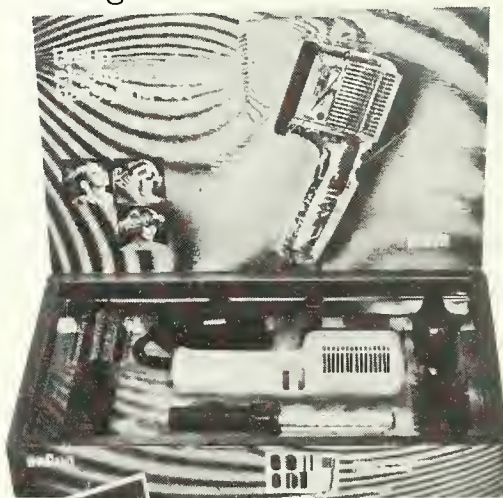


This Christmas Braun have got some powerful winners for you.

Shavers featuring the world's most advanced foil system.

Personal Care products including Britain's top-selling hairstylers.

And our latest Braun electronic sensor hairstyling set with the amazing new heat-sensitive heart to protect hair from damage.



£1,500,000 LES BOOST.

* **Announcing an end to overheated hair.** We'll be launching the unique advantages of the new Braun E850 with the 'heat-sensitive heart' on national TV and in all the leading women's colour magazines right up to Christmas.

* **Let Braun light up your Shaver Sales.** We'll be promoting the Braun range of foil shavers with national TV commercials during November and December. Backed by a massive advertising campaign in all the major national newspapers. And featuring a really superb free Braun lighter offer, on Micron, Synchron Plus and Compact.

* **Money-back bonus on Personal Care Products.** We'll also be promoting our Personal Care Products in a special new way. We're giving back a £2 bonus to any customer who buys the Braun Round-Stylers or Curl Control.

Full details will be published in the national press. Both offers run from 2nd October until 31st January, and don't involve you in any extra work at all.

All the details are handled from our end.

**POWERFUL
POINT OF
SALE ***

**POWERFUL
PROMOTION AND
PRESENTATION**



* Specially designed full colour showcards, leaflets, window posters, pack crowners and shelf strips support each campaign.

* Thousands of vouchers will be available for the Free Lighter and £2 Haircare Bonus promotions.

* During October and November, Braun will double their salesforce with merchandising girls to help you with your displays.

* And Mystery Shoppers have 1000 Braun Table Lighters to give away to you if your special displays are all set up.

So use your brain. Stock Braun. And more power to your sales.

BRAUN

COUNTERPOINTS

New television commercials on Haliborange

A £300,000 consumer advertising campaign for Haliborange is planned by Farley Health Products. An eight-week television burst, to span October and February, starts on October 2 for three weeks in Lancashire, Midlands, Yorkshire, Harlech, Border, Westward and Ulster regions. The campaign resumes in the same areas from October 30 for two weeks and from January 15 for three weeks.

Last winter's successful 30-second "bouncing" commercial has a new soundtrack and modified voice over. In addition a new 15-second commercial has been produced. The £187,000 television campaign represents a more than 50 per cent increase on last year's spend.

A £32,500 radio campaign in London

(Capital and LBC) and Scotland (Radio Clyde and Radio Forth) will follow the same eight-week schedule. The 30-second radio commercial has three variations and mirrors the television soundtrack. An £80,000 Press spend features full page colour advertisements from the end of September through to February in leading women's magazines such as *My Weekly*, *Woman*, *Woman's Realm*, *Woman's Weekly*, *People's Friend*, *Argus Women's Three*, *Family Circle*, *Good Housekeeping*, *Home and Freezer Digest*, *Living* and *She*.

A new counter dispenser designed to display 30's, 100's and 200's Haliborange pack sizes is available from Farley Health Products' representatives. *Farley Health Products Ltd, Torr Lane, Plymouth.*



More Counterpoints on p548

Flashed packs of Nature's Riches

Beecham Toiletries are planning an extra-sales boost this autumn for Silvikrin Nature's Riches. The promotion features special price-marked packs for both bottle sizes. The 80ml bottle (recommended price £0.52) will be price-flashed at £0.32 and the 175ml bottle (recommended price £0.79) at £0.42. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

Braun light up shaver sales

Braun UK are planning a Christmas promotion for their shaver range. From October 1, any customer buying either the Braun Micron, Compact or Synchron will be sent a free Braun lighter. They have to complete a special voucher and return it to Braun with the sales receipt and stamped guarantee card.

A Braun Micron purchaser will receive a Braun mach 2 lighter (approximate retail value £10.30); free with the Synchron Plus will be the Braun duo (value £7.75) and with the Braun Compact the Braun dino (worth £3.46). This consumer offer will be advertised nationally both as part of a 30 second television commercial starting in November, and in a Press campaign in all the major daily papers starting in mid October.

Complete full colour display material, including wall posters, product stickers and vouchers are available for in store use, and Braun say that they will be doubling the sales force using temporary merchandisers to ensure maximum display during the promotion period. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middx.*

PRESCRIPTION SPECIALITIES

TRIOPAED syrup

Manufacturer Wander Pharmaceuticals division of Sandoz Products Ltd, PO Horsforth Box 4, Calverley Lane, Horsforth, Leeds LS18 4RP

Description Clear, citrus flavoured liquid containing pholcodine 4mg, glycerol 750mg and syrup 5.25g in each 5ml. Sucrose content 3.5g per 5ml. Absolute calorific value 15 kcals/5ml

Indications Child's unproductive cough

Contraindications In patients where suppression of cough reflex is inadvisable

Dosage *Children over 6 years*—One to two 5ml spoonfuls every six hours as required; *2-6 years*—One 5ml spoonful every six hours as required.

Side effects Pholcodine may occasionally cause nausea and drowsiness

Dispensing diluent Syrup BP. Diluted syrup to be used within 14 days of dispensing

Packs 100ml (£0.35 trade); 1 litre (£2.86)

Supply restrictions Pharmacy Only

Issued September 1978.

BACTRIM IM injection

Manufacturer Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.

Description A faintly yellow solution, pH 9-10, in a 3ml ampoule, containing 160mg trimethoprim and 800mg sulphamethoxazole

Indications As for oral Bactrim but where intramuscular administration is preferable to oral therapy

Contraindications, etc As for other Bactrim preparations

Dosage *Adults and children over 12 years* 3ml twice daily, maximum 3ml three times daily. *Children 6-12 years*—as a guide 1.5ml twice daily. By deep im injection into upper and outer quadrant of buttock

Storage Protect from light, below 30°C

Packs 10 ampoules (£12.98 trade)

Supply restrictions Prescription Only

Issued September 1978

One-Alpha colours

The colour of One-Alpha capsules has changed. The 0.25mg capsules, formerly yellow are now white and the 1mg capsules, formerly dark violet are now brown. In all other respects the capsules are unchanged. *Leo Laboratories Ltd, Denmark House, Old Bath Road, Twyford, Reading, Berkshire.*

Canesten solution

Canesten solution is to be replaced by the recently introduced Canesten atomiser spray as soon as stocks run out. *Bayer UK Ltd, Haywards Heath, West Sussex RH16 1TP.*

Sandoz packs

When stocks of 50s and 250s of all Melleril tablets are exhausted, they will be replaced by a 100 tablet pack. There is no change in the tablet or in the larger pack sizes. Prices are: 10mg (£0.84 trade); 25mg (£1.40); 50mg (£2.70) and 100mg (£5.22).

Sandoz also say that the coding rings on Syntometrine ampoules have been changed in colour. From batches 271F8 and 78J60 there will be two green rings instead of the previous orange and red. *Sandoz Products Ltd, PO Box Horsforth No. 4, Calverley Lane, Horsforth, Leeds.*

JOIN THE NUMARK

GOLD TRAIL

October 16th - November 25th.

GOLD

FOR NUMARK CHEMIST CUSTOMERS

A chance to win over **£6000 WORTH OF GOLDEN PRIZES**
in the free entry Numark "Gold Trail" competition. With an attractive
First prize worth £2200.

Plus a great selection of **MONEYSAVER OFFERS.**

GOLD

FOR NUMARK CHEMISTS

A chance of sharing **£2000 WORTH OF GOLDEN TRADE PRIZES.**

An opportunity of **BOOSTING SHOP TRAFFIC, SALES AND PROFITS**
through the low price brand leader products on offer.
Supported by eye catching practical merchandising materials.

Build extra customer goodwill with over 1½ million free
entry competition forms and further boost the Numark value for
money trading image.

GOLD TRAIL

NATIONAL ADVERTISING

FULL PAGES IN THE SUN AND WOMANS OWN.

TV regional campaigns on Ulster, Grampian and Border stations.
Strong local press advertising.

If you wish to join the Numark Chemist Gold Trail –
contact your local Numark wholesaler.

NUMARK
CHEMIST

Tao skin care range now available

The Tao Clinic—specialists in electrolysis—are launching a range of skin care products. The Tao skin care range will be test marketed in independent chemists in south-east England from October 1. As part of the "package" Tao will be training assistants from the individual stores as "Tao consultants".

The range consists of eight products—cleanser, toner, moisturiser for dry or normal to combination skin types, and two skin foods—prices range between £1.50 and £1.80 (ex VAT) for 160 ml bottles or 50g jars. The gold and white packaging has a simple, clinical look, and the company believes it helps to position the range firmly in the centre price bracket.

Commenting on the launch, Tao's managing director, Mr William Ingram, says, "This marks a new stage in the development of Tao. Although the majority of the products have been available to our own clients for several years—albeit under different names—this is the first time that we have considered marketing a coherent range



through other outlets. It is certainly a very interesting and exciting venture for us, and I hope will prove equally so for the chemists involved." *The Tao Clinic, 153 Brompton Road, London, SW3.*

Bigger pack for Pure & Simple

The Pure & Simple skin care range is being expanded, with the introduction of a large 100g size creme pack (£0.67). Following the television and poster campaign, worth over £200,000, which ran until September, Pure & Simple will be backed by a further television burst, worth £100,000 running through December and January. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

Prenatol outer



During October and November, a special Prenatol counter display unit will be available from A. H. Robins. The unit will carry six standard 118 ml jars (£1.55 each), a supply of free pregnancy-advice leaflets and six trial size tubes at the special price of £0.12 each. The com-

pany says that the unit has been specially designed for the chemist, it measures 12in x 6in and comes pre-packed and assembled.

During the rest of 1978, the Prenatol "bare tummy" advertisement appears in the leading pregnancy and baby care magazines: *Maternity and Mothercraft, Boot's Having a Baby, You and Your Baby, Part 1*. Prenatol is also advertised in *Woman* and *Woman's Own* as well as professional journals such as *Midwife's Chronicle* and *Health Visitor*. *A. H. Robins Co Ltd, Redkirk Way, Horsham, West Sussex.*

Mobile Cossack poster campaign

As part of a £90,000 campaign for Cossack men's hairspray, Reckitt Toiletries are using "posters on wheels". A fleet of 51 poster Minis, said to be the largest number on the road promoting a single product, will take the new Cossack message into the streets of Greater London over a six months period. The gaily decorated Minis will be touring the area until February. It is the first time Cossack have used poster Minis, but product manager Richard Travers believes the novel mobile poster medium to be ideal for promoting the young man appeal of the product.

Backing up the campaign on the road will be a new series of Press advertisements featuring the copy line "The best men's hairdresser in town". Four new

cartoon-style advertisements will be used. One pokes fun at men who still prefer to use grease. A second points out that aftershaves were also once regarded with deep suspicion. Another remarks that: "You could spend the evening wearing a hat", and the fourth makes the point that if you use Cossack you don't have to check your appearance in a shop window every time you see a pretty girl in the street!

"Clearly, our only hope of real growth in Cossack sales must come from expanding the market," says product manager Richard Travers. "Merely expanding our share of a small cake is not enough. So we have decided to preach to the non-converted. To point out in a friendly, humorous way that there is nothing wrong in using a hair-spray." *Reckitt Toiletry Products, Reckitt House, Stoneferry Road, Hull.*

Aladdin's new Pump-a-drink

Pump-a-drink is the latest introduction from Aladdin Industries Ltd. This product has a capacity of approximately one litre. The glass vacuum bottle inside the plastic jacket is said to keep drinks steaming hot or freezing cold for hours.

The unique feature of Aladdin's Pump-a-drink (£5.39 suggested) is the way in which the drinks are dispensed. A gentle press on the pump head of the jug and the drink appears at the touch of a finger. Pump-a-drink comes complete with a carrying handle in a colourful box, making it an ideal gift—especially with Christmas in mind. *Aladdin Industries Ltd, Brenda Road, Hartlepool, Cleveland.*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Airbal Breathe Easy: All areas

Anadin: All except U, E

Andrex: All except Ln, U, E

Aquafresh: All areas

Beautiful Body shampoo: All areas

Bran Slim: All areas

Buf Puf products: M, So

Clearasil cream: All except E

Complan: So

Farley's rusks: A

Head & Shoulders: So, U

Johnson's baby shampoo: All areas

Pure & Simple: All areas

VO5 range: All areas

Vosene: All areas

Beauty business

- 550 Hair lines
- 555 Nail filings
- 560 Soap—friend or foe?
- 562 Biba again

PHILIPS

PHILISHAVE EXCLUSIVE HP1140

LADYSHAVE SPECIAL HP2115

HOME TRIM HP2500

EPILATOR HP4115

It's never too early for your Christmas stocking.

With only 72 shopping days to Christmas, it's time you thought about stocking up with the Philips range of electrical appliances. They're designed to make great gifts, and ensure great sales for you.

Order the Philips products you want now, and look forward to a most profitable twelve days of Christmas yourself.

Simply years ahead



HAIR LINES

The subject of hair is surrounded by folklore, myths and superstitions, some of which date back even further than Samson and Delilah. It is said that in the Arabian version of Adam and Eve they lost their full covering of long flowing hair when they ate of the forbidden fruit. In early myths when hair was long and golden it represented the sun's rays, brown or black hair was symbolic of energy and an auburn or coppery shade implied a demoniacal element.

Hair has been a source of adornment for the body since the beginning of recorded history. One of the worst calamities that could befall many peoples of the world was to have their head shaved. As recently as the 1939-45 war this was used as a form of punishment for collaborators and it is said that the practice is still found among the troubles in Northern Ireland.

"Even Venus herself, were she destitute of hair, though surrounded by the Graces and Loves, would have no charms to please her own husband, Vulcan"—Lucius Apuleius

What is hair?

Hair is dead. It is an appendage of the skin consisting of a root and a shaft—the root being in the skin and the shaft being the part we can all see. Hair is made up of dead cells compactly cemented together, and it grows out of a follicle in the skin. The *follicle* is a small pocket protecting hair forming underneath the scalp. The root of the hair is known as the bulb or *papilla*; the size of the papilla determines the texture of the hair, ie fine or coarse, and the shape determines whether the hair will be straight or curly. The substance which gives colour to the hair (and incidentally, to the skin too) is called *melanin*. The more melanin in the hair the darker it becomes.

There is a muscle attached to the papilla, the root of the hair, which helps the *sebaceous gland* to function correctly. This gland provides all the natural oils needed to lubricate the skin and hair. The oil is called *sebum* and acts as a protective covering and built-in conditioner. When the muscle—called the *arrector muscle*—contracts, sebum is squeezed from the sebaceous gland into the hair shaft. If the gland is overactive the hair will be greasy, and dry if it is not active enough. Either condition can be caused by poor diet, lack of fresh air, poor health, environmental conditions, or ill treatment.

The hair shaft—the part we can see—is made up of three layers. These layers vary in thickness depending on the texture of the hair. The *cuticle* is the outside layer. It is made up of small, overlapping scales and should appear smooth. The function of the cuticle is to protect the inside of the hair from damage, but if the hair becomes damaged through the use of bad colourants (or incorrect use of good ones) strong lighteners, spiky rollers etc, the scales of the cuticle become damaged and broken which may lead to split ends.

The *cortex* is immediately beneath the cuticle and is made from a large number of elongated cells packed closely together. The natural colour of the hair is mainly within these cells. A combination of red, brown and yellow pigments determines the hair colour—blonde hair will contain mostly yellow pigments; dark hair will have a large percentage of brown pigments with a few red pigments; red is made up of red pigments with a few yellow; and white hair indicates the complete absence of colour pigments (it is only light shining on it which gives



The hair factory

the impression of whiteness). The *medulla* is the central core of the hair fibre—in very fine hair it is sometimes entirely absent. It consists mainly of fatty granules and waste tissues which harden as the hair forms beneath the scalp.

A few facts

An average head contains between 120,000 and 150,000 hairs. Hair grows at approximately half an inch per month and the life of a single hair may be anything up to six years. About sixty hairs fall from a healthy head of hair per day.



Courtesy of Clairol

If the root of the hair is damaged it has to repair itself before a new hair can grow and this can take anything up to five months. Certain hairstyles are said to cause temporary or even permanent damage to the root—tight buns, pony tails or plaits, worn continuously, can eventually result in bald spots.

Other facts about hair and its care are that, of the 78 per cent of women who claim to visit their hairdresser—only 11 per cent go as regularly as once a week. In between times these women are going to come to you for advice on how to keep their hair looking good at home. Eleven per cent of women wash their hair three or more times a week—28 per cent twice a week and 42 per cent once a week. The woman who washes her hair twice a week tends to be under 34, have long, greasy hair, and use either a conditioner or creme rinse.

According to Johnson & Johnson, the word shampoo comes from the Hindu—*champa*—meaning to press or massage. Shampoos are basically a detergent which, when mixed with water, breaks down the grease on the hair shaft into small particles allowing it to be removed by the water. A definition of the function of a shampoo is "to clean hair and scalp by removing skin secretions, skin debris and environmental dirt". As recently as the early 1950s the vast majority of people were still using bar soap to wash their hair. The shampoos which were available then tended to be based on coconut, palm or cotton-seed oil, and it was difficult to work up a lather with these products in hard water. Research into synthetic detergents has changed all that. Today there are basically four types of synthetic detergent—*anionic*, *cationic*, *amphoteric* and *non-ionic*. By blending different combinations of these detergents scientists have created the great range of shampoos available on your shelves today.

Shampoos can be categorised into three sections:—

1. Clear, liquid shampoos which form

the majority of products currently sold. It is said that they owe their popularity to high lathering characteristics and good cleansing action.

2. Lotion shampoos which condition the hair after shampooing and usually contain beneficial *substantive* additives (substantive means remaining on the surface onto which it has been deposited).

3. Specialist shampoos which contain additives such as herb, egg, protein, lanolin etc. A sub-section of this category includes low irritation shampoos, anti-dandruff shampoos and those containing colour rinses.

Wella go on to explain that a good shampoo should have the following properties—they must spread evenly and easily over the hair, and not sting or irritate when applied; they must produce a plentiful lather of good consistency and stability, but must still rinse away quickly and easily; they should not leave the hair dull or greasy but conversely the hair must not be so de-greased that when dry it becomes flyaway and unmanageable; they must permit the hair to be combed easily and must not slow the drying of the hair; and finally they must not inhibit, or in any other way interfere with, subsequent hair care processes.

Talking to manufacturers

A spokesman for Bristol Myers, the company which manufactures the Clairol range of products, believes that the first rule of hair care is to have a good cut—and thereafter to have it trimmed regularly to get rid of split ends. Further, if the hair is not too greasy it should be given a thorough brushing before washing to loosen the dead skin cells and dirt. If it is very greasy, advise customers to wash their hair as often as it needs but to avoid massaging the scalp too much as this only stimulates the oil glands. These customers should also use tepid water, working the shampoo in gently with the fingertips. If the hair is dry, the customer should be advised to choose a very mild shampoo and lather twice, gently.

Suzanne Strong, the chief stylist at the Elida Gibbs salon in London, believes that women worry about their hair more than anything else—except possibly slimming. She advises that if customers complain that their hair never really looks shiny and healthy, it could be that they are using the wrong kind of shampoo for their hair type. Shampoos today are in different variants; some for greasy hair, others for dry, combination, fine, problem or normal hair. If her hair never seems to be completely clean then the method of shampooing could be wrong—a little shampoo should be poured into the hands—rather than straight on to the scalp—that way it is easier to control and it is more evenly distributed over the hair.

Johnson & Johnson manufacture a very mild shampoo for babies—it is also ideal, they say, for those people who wash their hair frequently. They explain that hair needs regular shampooing because the structure of the cuticle makes it trap dirt—you remember the cuticle is the outside layer consisting of thousands of tiny, flat, overlapping cells. Johnson's baby shampoo does not contain harsh foaming detergents or "foam boosters" which artificially increase the lather—the makers say that contrary to popular belief lather does not increase the cleansing efficiency of a shampoo—and so it is a mild product which will not strip the hair of its natural oil, no matter how often it is used.

Pears shampoos, from A&F Pears, part

washing their hair every time they take a shower or a bath. The Klorane range of shampoos from France also caters for this need. They are formulated from extracts of plants and each variant is designed to perform a specific function; white nettle for greasy hair, nasturtium for dandruff, quinine for lifelessness, egg for flyaway, oil of mink for dry, brittle hair. There is also a range whose properties are said to revive the colour of hair. These are camomile for blondes, henna for chestnut or auburn, walnut leaves for dark hair and blue centaureas for grey or white hair.

Gillette, manufacturers of the Earth Born range, point out that summer is an especially hazardous time for hair, as women tend to concentrate their efforts on acquiring a tan and let their hair



Courtesy of Gillette

of Elida Gibbs, are also especially recommended for those people who wash their hair more than once a week. Pears shampoo is available in variants for each hair type and has recently been repackaged. Most manufacturers now realise that not only are women visiting their hairdresser less often—not only for economic reasons but also because the styles worn today are freer and easier to maintain—they are also beginning to follow the American habit of washing their hair very frequently. This is especially true of women who wear shorter styles and who think nothing of

look after itself. Women forget that the sun is stronger in Mediterranean climes and while it might improve the look of their body, without proper precautions, it will definitely not improve the look of the hair. This is particularly true of hair that has been permanently dyed or bleached. Salt is another enemy of healthy hair. After bathing in the sea hair should always be rinsed in fresh water.

Hair which has been subjected to a summer of neglect in the sun and sea

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becomes unusually porous. This is because the cuticle is roughened, causing the scales to break, become displaced or separate. Very porous, out of condition hair is difficult to handle and cannot be successfully permed or coloured. Before any "new looks" can be devised for the coming winter, the condition of your customer's hair has to be vastly improved. The fashion dictates this autumn are for a smaller head of hair than has been worn recently—indeed, there is a smooth, classic look running through all aspects of women's fashion. But if customers want to change the colour of their hair, remind them not to use a semi-permanent on hair which has already been permanently dyed.

Reckitt Toiletries agree that summer holidays can wreak havoc with hair, turning crowning glories into tangled messes. And women coming home with damaged hair still have the British winter to contend with—harsh winds and rain outside, and drying central heating or open fires inside. Reckitt offer five shampoo variants in their Supersoft range of products. Beecham Toiletries offer six types in the Silvikrin range, as do Elida Gibbs in Sunsilk. Beecham's Bristows range of shampoos contain a polymer conditioner so that they cleanse and condition in one action; there are five variants.

Rubbed up the wrong way

Bristol Myers explain that hair looks dull and lifeless when it is in bad condition because the cuticle cells have literally been rubbed up the wrong way. This is the time, they say, when conditioners come into their own. There are two main groups of conditioners—those that can be used after every shampoo (cream rinses) and those that are used occasionally as a special treatment. Conditioners like Clairol's Natural Balance

Courtesy of Elida Gibbs



add a protective coating to the hair and restore its "natural balance"—what else! It should be worked through to the ends of the hair for 60 seconds and rinsed out. The company says that if your customer's hair has been badly damaged by the sun, sea or wind a useful tip is to saturate unwashed hair with olive oil or almond oil and leave it for 20 minutes before washing and rinsing it thoroughly. Gillette also recommend coconut oil, and they say that to achieve extra depth the oil should be warmed first and the hair wrapped in a towel while it's being treated.

Forty-three per cent of all women over the age of 16 use a conditioner at home. Ten per cent use one every time they wash their hair. Natures Riches conditioners from Beecham are available in four variants. Supersoft offer three variants and the makers also make available an art nouveau poster which explains what hair is and how it can be kept in good condition.

A fairly new problem is being caused by the constant use of heated rollers, tongs and blow dryers. Because these employ heat close to the hair they are very drying and hair becomes dry and brittle. Conditioning thus becomes three times as important and Elida Gibbs have a Cream Silk variant especially for over-heated hair. Another problem is solved by Wella's white conditioner which is specially formulated for colour treated or bleached hair. This product penetrates the hair shaft and makes sure that the colour treatment stops thus preventing hair damage, splitting, patchiness and fading. Another handy product from Wella is their Blo Dry lotion which helps newly washed hair behave better under a blow dryer.

Another hair conditioning rinse which

is recommended for use after shampooing is Estolan. It is described as an extremely versatile conditioner which can be used as an all-over product or a spot treatment for such problems as dry areas and split ends.

Many women these days are turning to "natural" products and in doing so have "discovered" henna. Henna is in fact probably the oldest hair dye in the world (see Beauty Business, C&D May 7, 1977). Until Henna (Hair Health) Ltd, came into being three years ago henna probably conjured up horrendous visions of "carrot tops"! This company however has launched a range of henna based shampoos, conditioners and treatments which do not alter the colour of the hair at all. The products contain pure vegetable henna and are said to feed, condition and tone the hair, helping to combat scalp and hair disorders. The company also has a range of henna powder colours—from the red usually associated with this product to browns, golds and even blacks.

Colouring hair can also cause problems. There are basically two kinds of colourant—permanent and semi-permanent. Permanent colourants are by far the leading growth sector of this market. Thirteen per cent of women use hair colourants in their own home, 3 per cent use lighteners or bleaches. In total, a quarter of all women regularly colour or bleach their hair and two-thirds of them use products at home rather than go to a salon. A third type is the "temporary" colourant which washes out at the next shampoo.

Fifteen per cent of women in the UK have naturally blonde hair whereas a further 33 to 40 per cent want to be



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Are you missing a trick?



**Millions of mums buy Fairy Toilet Soap.
Can they buy it from you?**

Didn't you know that millions of mums want mildness? That's why they want Fairy Toilet Soap. It's made with mums in mind.

Didn't you know that it's one of the most heavily supported toilet soaps on TV?

Didn't you know that more and more Chemists are selling more and more

Fairy Toilet Soap? Why miss out?

Now you know. Ask your wholesaler or Procter and Gamble Representative for details – stock up now with Special Low Price packs.

All that extra mildness will make you extra profit.

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blonde. About 25 per cent of women want copper or auburn hair but women with darker hair tend to want to keep it that way.

Beecham manufacture Softly Blonde by Hiltone for some of those women who dream of being blonde. Hiltone also have a range of shampoo-in colourants—Shaders for blondes and Toners for shades of brown, auburn and chestnut. Gillette's semi-permanents in the Casual Highlight range, move from golden tones through the whole spectrum of browns and blacks. Gillette's permanent range is just called Casual. Permanent colourants work by producing colour molecules which are small enough to enter into the cortex—the core of the hair—but once inside they join up to form larger molecules which are too large to pass back through the hair cuticle. They are then “locked” into the hair and will only grow out.

A “fun” product from the Nestle range is Streak'n'Tips which is a very temporary colourant in an aerosol. The silver, gold or blonde colours that can be sprayed on, also wash out instantly—“ideal,” says the company, “for an instant party hair-do”.

Inecto produce a list of “hints and tips”—if hair colouring hasn't taken very well it could be because of a build up of lacquer on the hair or because the hair is very greasy. It is always advisable to shampoo the hair first. Women should be reminded that hair looks about two or three shades darker when wet, so they should allow for this when checking for colour development. People with dry skin need to be especially careful to guard against skin staining—stray drips should be wiped away as they appear.

Dandruff is a very common problem. It



Damaged hair



Courtesy of Vidal Sassoon

is made up of flakes of skin from the scalp, mixed with grease from the sebaceous glands. Some scaling is normal but excessive dandruff can be caused by improper rinsing after shampooing, skin dryness, diet deficiencies or diseases of the scalp. Specially formulated shampoos are available but if the problem persists advise your customer to consult the pharmacist, who may advise use of a product such as Selsun. Warn customers however that they should not shampoo with Selsun for two days before or after dyeing, tinting or perming their hair and they should remove all jewellery, and metal objects before shampooing as these may become discoloured.

In the few pages available here it has been impossible to cover all aspects of hair care or mention all the products that are available. The best way to familiarise yourself with these products, their uses and benefits is to read package information and keep an eye and an ear open for new developments.

Most people have heard of Vidal Sassoon, and the latest development from him is a range of hair care products which are available to everybody—not just those ladies who go to his salons. He believes that hair is like skin and that it needs a simple routine to cleanse, condition and protect it. There are five products in his range—a shampoo; a protein hair re-moisturising creme which is said to replace the water content present in healthy hair; a finishing rinse which seals in the benefits of the last product; a protein pac treatment which is described as a “super effective

conditioner” which repairs damaged hair (“use it”, says Vidal, “whenever your hair needs a little boost—as you would a face pack”); and liquid proteins, a heavy duty product for seriously damaged hair. There is also a hair mist which “holds”, eliminates static and adds volume.

Other recent developments have included the introduction of a full range of shampoos from L'Oreal; adding to Elseve beauty, Elseve frequency and volume shampoos whose names are self explanatory; a very new range of shampoos from Wella called Crisan and a test market from Bristol Myers of a new colourant. News of developments is in C&D's Counterpoints pages every week.



Courtesy of Klorane

NAIL FILINGS

Like hair, nails are lifeless. That is to say they have no circulation or nerves. They are chiefly made up of keratin—which comes from the Greek word “keras” meaning horn. Nails begin their life below the skin surface in the nail *matrix*. This could be called the “womb” of the nail, and unlike the rest of the nail is richly supplied with blood capillaries and nerve endings. The matrix is separated from the rest of the nail by a whitish structure called the *lunula*, or half-moon. The lunula starts just below the skin surface and reaches beyond the skin on most people, showing as a crescent shape at the base of the nail. The *cuticle* “frames” the nail on three sides, and is the superficial skin separating the nail from the rest of the finger. It must be kept pliable and free of the nail plate (that is, the actual nail), otherwise the dead cells of the skin will cover part of the nail surface and make it appear shorter. Also, if the cuticle is held firmly to the nail surface it will be stretched tighter and tighter as the nail moves forward and will eventually tear, causing *hangnails*.

Nails are made up of several layers of dead tissue, interspersed with particles of oil and moisture to keep the nails supple and resilient. The rate of growth of nails is not the same for all fingers, but there is a relationship between the length of a finger and the rate of growth of the nails—the longer the finger the faster the nails grow. Nails also tend to grow faster in the summer than the winter, and nails on the right hand of a right handed person grow faster than those on the left (vice versa for a left handed person of course). Nails also grow faster in young people than older and strangely enough the nails of nail-biters grow about 20 per cent faster than those of people who don't bite their nails. However if the habit is not broken the faster growth rate is obviously ineffective.

Common problems

There are many common nail problems but the most serious which arise from illnesses should be treated by a doctor. Others include; chipping, when the nail is very brittle and pieces break off; splitting, when the nail splits vertically; peeling or layering, when the nail dries out and the layers separate at the tip; cracking when the nail breaks horizontally; brittleness, which is often caused by detergents and water; and “eggshell nails” when the nail plate becomes soft and semi-transparent, it bends easily and splits at the end.

Fingerlure Ltd remind Beauty Business readers of certain general facts about



Courtesy of Sally Hansen

nails; first of all they say, no nail was designed to protrude $\frac{1}{4}$ in over the end of the fingertip. The function of the nail is to protect the fingertip and anything more we ask of it requires patience and lots of loving care. Women should understand that the fingernail takes approximately six months to grow. A minimum of 30 days is required before the benefits of any nail treatment became evident. Nails are formed from a protein, which is very similar to that which makes hair, and to have beautiful fingernails therefore women have to treat them with similar respect. Consider the effect of constantly immersing your hair in water containing powerful cleaning fluids; always recommend the wearing of gloves when washing up.

Other advice which Fingerlure, Cutex and a host of other manufacturers offer is to have an emery board constantly to hand in order that the slightest rough edge can be smoothed out before it becomes a major disaster. The wearing of rubber gloves is high on the list of priorities, cotton gloves can also be worn for other cleaning chores and a pencil should be employed when dialling a telephone number (not the writing end!). The pads of the fingers should be used when picking up small, sharp objects, and it is even possible to learn to type with these pads. The knuckles should be used to work light switches and lift buttons and women should get into the habit of gently pushing their cuticles back every time they dry their hands.

In a recent article on nailcare as a growing industry, John Holden, general manager of Sally Hansen Ltd, said that

in his opinion women's attitudes to nails have been changing during the '70s. Although colour and fashion are still major influences more and more women are now seeking help in protecting their nails against splitting, chipping and cracking.

The company initiated research in 1973 which uncovered some interesting and contradictory attitudes to hands and nails. Even though women showed great concern about the state of their skin, hair and make-up they tended to be less worried about their hands. The feeling was that they were less important because “men didn't notice them”. At the same time however the conflicting view was expressed that there was little point in trying to keep nails and hands looking nice because “women's work” ruins hands. These women also felt that the beautiful nails and hands featured in advertising were unattainable by “normal” women.

Sally Hansen concluded that their products should offer the chance to improve nails and therefore the appearance of the hands, but not necessarily create impossibly beautiful nails. The company's continuing advertising strategy is aimed at all women who are interested in their nails and hands, most of whom think their nails are below average.

Attitudes, since that survey, have begun to change. Advertising and the proliferation of similar products—that is nail varnishes which contain an additive which helps to prevent chipping—have made women more aware of the relative

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Crisan treatment As recommended by the heads of

The world's best selling treatment shampoos are coming to Britain.

After selling Crisan successfully in 60 countries, Wella have decided the time is right to launch here.

The treatment sector of the market is growing fast and with Crisan it's going to grow even faster.

They look like a different kind of shampoo and that's how they perform.

In recent trials one lady remarked "It's like sending your hair to a health farm."

We'll be launching Crisan with full page advertisements in the press this autumn



ent shampoos. mended sixty nations.

and we'll support you with point-of-sale material and display units, too.

Crisan is going to be a big seller. The whole world says so.



The world's No.1 treatment shampoo.

NAIL FILINGS

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ease with which they can have pretty nails and hands. Some however remain unconvinced and will probably address themselves to you for advice. Sally Hansen offer a free manicure sheet and fact book to all pharmacy assistants, and with the permission of your manager you can also send off for a postal course all about nail care. You will then be offered the chance to become a Sally Hansen nail care adviser. Inquiries should be addressed to Karan Carver at Sally Hansen Ltd.

Nail care as a science

Cutex remind people that they have been in the nail business for a long time, having introduced the first "modern polish formula" in 1916. Today they offer a number of products which turn "nail care into a science" and they recommend a Cutex manicure once a week. Begin, they say, by removing every trace of your old polish with oily polish remover; to ensure complete removal a cotton swab can be used for a final sweep. An emery board should be used to shape the nails; like so many nail experts Cutex advise people to steer clear of metal files as they can cause the nails to shred. Cuticle cream should then be smoothed into the cuticles so that they can then be softened with a piece of cotton wool wrapped around the pointed end of an orange stick which has been dipped in oily cuticle remover. If women run the orange stick under the nails after this operation it helps to clean nails. A wash in warm soapy water and a gentle scrub with a soft nail brush then completes the cuticle softening process.

Ragged hangnails can be trimmed away with cuticle clippers but, despite the name, never use this implement to trim the cuticle itself as this can cause more hangnails and toughen the cuticle. A final wipe with polish remover at this stage cleans away any remaining traces of cream or soap so that nail polish will adhere properly to the nail. The whole operation should not take more than a few minutes and once a routine is established your customers will soon begin to notice the difference a little care makes.

In April, Fulford Williams (International) Ltd launched a new range of nail care products named Just For Nails by Cutipen. The range includes a revamped Cutipen, the "veteran" cuticle remover with the patented pen nib-shaped applicator. Ian Campbell, managing director of the British division of the company explains the reasons for the launch: "When I joined Fulford I was given a brief—start the company

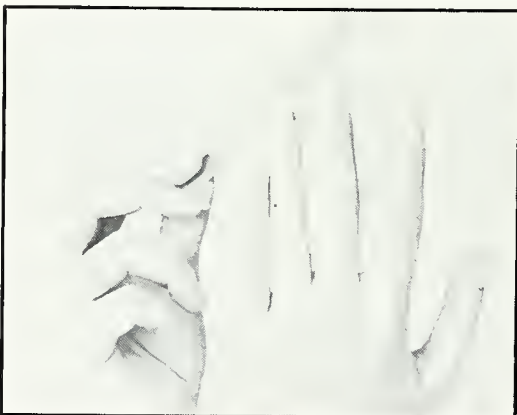


Courtesy of Yardley

moving again. The business had not declined but remained static. It was hard to imagine why Cutipen was selling so well because little had happened to its packaging, shape or original style since introduction. We decided to use the option open to us—to utilise the brand loyalty for Cutipen and, in a lesser way, Nutrinail, the vitaminised nail cream, and launch a brand new nailcare range."

Mr Holmes, a director of Nu-Nale, told *C&D* that although his company had been in the nail care business for 20 to 30 years it was only in the last few years that they have seen women stop taking their nails for granted and becoming aware that something can be done to make them more beautiful. He feels that apart from the increased advertising of nail care products which has undoubtedly attributed to this women today also have more time and money available to them to care for their nails. He firmly believes that pharmacists and their staff should pay more heed to the rising sales of nail care items and learn more about what is available, allocate more space to them and spend time advising customers. He realises however that this might present difficulties for the pharmacist himself and that a knowledgeable assistant is invaluable.

Protei-nail cream is an all-in-one lotion from Jackel which, they say, if used regularly will strengthen weak or splitting nails as well as provide an effective hand cream. Once again they stress that three to four months of regular use is needed before any tangible results can be measured. Urge customers to carry on, and not to become disheartened and



Courtesy of Sally Hansen

lapse into old and sloppy habits. Another product which helps brittle and sensitive nails survive the rigours of daily life is Nailfit Pharmaton which was developed by a Swiss pharmaceutical company—Pharmaton of Lugano. Unlike Protei-nail however it has to be used on unpolished nails and a quick and easy way of removing nail polish is with Quickies nail varnish remover pads. Like all Quickies products these pre-soaked pads are handy to carry around in handbags for any sudden emergency.

Fassett & Johnson, who manufacture Quickies, also have a useful product for those nervous nail-biters among your customers. Nothing is more unsightly than chewed and ragged nails. Stop It lotion comes with its own applicator brush so that it can easily be brushed on the nails to discourage unthinking gnawing. The best time to stop nail biting however is when it starts. So if any of your customers have children who bite their nails they might be reassured to know that Thornton & Ross Ltd have a product which is specially designed to try and persuade children to stop biting their nails. It is called Three Flasks and comes in a very small (4ml) child size bottle.

Define market

Colson & Kay are a company who distribute a wide variety of nail care accessories. Their managing director, Robin Kay, understands the problems that confront the smaller chemist today, with space and time both being in short supply. As he explains: "A more widespread availability of beauty products through drugstores, variety stores and supermarkets has resulted in an erosion of chemists' market shares, and also in an erosion of profit margins due to chemists attempting to compete with high street prices. Additionally an increasing number of new brand launches in cosmetics, fragrances and toiletries now represents an increasing inventory risk for the chemist stocking unproven brands." Mr Kay recommends that the pharmacist should first of all define his market and admit that he cannot compete with supermarket multiples and then "should appreciate the huge market potential for beauty accessories which has so far been relatively untapped". Among the products available from Colson & Kay are the Pfeilring range of nail care instruments which include scissors, tweezers and files.

Nail products are all over your shop and the best way to get to know them is to familiarise yourself with what they look like, what they do and how much they cost. And of course its no good advising customers on the proper care of their nails if yours are anything other than immaculate. So make that little extra effort yourself—it won't take all that long.

Brand leaders...



SOAP—FRIEND OR FOE?

Most beauty advisers these days tell their readers to steer clear of soap and water and to cleanse, tone and moisturise their faces with lotions and potions. This may be fine for ladies with trouble-free faces, many of whom haven't washed their faces with soap and water for years! There are however a large number of women for whom cleansing without soap is not really cleansing at all. Also for those people with skin problems caused by excessive oil or grease (those over active sebaceous glands again) or who are allergic to certain creams or perfumes, soap and water—specifically specialist soap and water—are a must.

The proof that the soap market is still an active one lies in the 1976 value of the market (more up to date figures are not yet available) which puts the total at

asil soap and cleansing night and morning with Clearasil cleansing lotion. Dry skin benefits from soap too, they say, but not too much of it, and skins must be toned and moisturised afterwards. The most important thing, whatever your customers' skin type, is for them to keep to a strict routine—there is no point in coping with a problem only when it is visible and forgetting it immediately it disappears. Eating habits also affect the state of one's skin. People who are prone to problems should cut out needless extras, like cakes and sweets, and concentrate on fresh fruit and vegetables. People with spots should also try to overcome the urge to touch them or cover them with hair in an effort to hide them. This can only aggravate the problem.

Neutrogena is a transparent soap for

additives, alcohol, colouring, detergent or fillers and is practically non-alkaline with the most neutral pH of 7.5.

Neutrogena soap is also full of moisturisers—it actually “sweats” when left out on a damp day. These beads of moisture are caused by the high percentage of glycerin in the product. This attracts moisture from the air and holds it to the surface of the soap. The makers say that because of this additive people can wash their faces without worrying about their skin drying out. Because Neutrogena liquifies when it meets water on the skin it rinses off grime and make-up without leaving any soap residue. It is this residue—like a ring round a bath—which irritates, dries and itches the skin, disturbing its protective oil.

Cidal soap is promoted on the theme “for healthy skin” and two national advertising campaigns running this year aim at family use in general, and mothers with young babies in particular, as Cidal is said to be particularly useful in preventing nappy rash. It contains an anti-bacterial agent developed by CIBA Geigy, Irgasan, which also acts as an effective deodorant.

Simple Soap came into the specialist soap market at a critical time in the 1960s. Its manufacturers saw that there was a substantial—and untapped—market of consumers who needed a soap of “exceptional purity without perfume or other additives”. The company promotes this product all year round. Two skin care products—a cleanser and moisturiser have been added to the Simple range



rsp (retail selling price) at £5.5 million. Of that total, medicated soaps accounted for £0.55 million. There are many brands on the market, each with a fairly unique sp (selling point). Below we look at a few of those available, beginning with Clearasil, which, in 1976, claimed a 29 per cent market share.

The manufacturers of Clearasil soap set out to “burst a few bubbles about soap”. They point out that when great-grandmothers boasted that their beauty routine consisted of nothing more complicated than soap and water and a dab of eau de Cologne, they did not have the unnatural enemies of tear-proof mascara, central heating, exhaust fumes and modern wear and tear to contend with. This company doesn't expect soap to remove all traces of make-up—it advocates the use of a cleansing cream for this, and suggests following that first cleansing with another using their soap, rinsing the skin well and continuing with a toner and a moisturiser. They go on to point out that although oily skin is considered a problem for the young it is an asset as the skin ages. Oily skin will fight wrinkles for longer than a dry one. For youngsters who have oily skins and are therefore prone to shiny skins, blocked pores and spots they suggest washing several times a day with Clear-

sensitive skins and as its name implies it is a “neutral” soap—one which is neither acid (or vinegary) nor alkaline (like bicarbonate of soda). Neutral products are given the number 7 on the “pH” scale by which acidity and alkalinity are measured—numbers above 7 are progressively more alkaline, numbers below more acid. On this scale normal skin has a natural pH of about 5. Most toilet soaps have a pH of 9.5—the higher the pH the more difficult the alkali is to remove. This means that they may cause a harmful effect on the skin. If alkali is left on the skin it causes the protective keratin to oxidise in the air, resulting in skin peeling, excess drying, wrinkling and premature ageing. Neutrogena soap overcomes this reaction. It contains no hardening agents, artificial

recently. The company strongly believes that consumers react favourably to the “Simple” name with its overtones of straightforwardness and honesty.

Valderma medicated soap from Reckitt & Colman contains two mild antiseptics—trichlorocarbanilide (TCC) and undecylenic alkanalide sodium sulphosuccinate (SBU). The company says that if used exclusively Valderma medicated soap builds up an “antiseptic barrier” on the skin which helps to prevent the growth of bacteria. And because it is bacteria which causes spots and blemishes, Valderma helps keep the skin clear and healthy.

Henri Dorot Ltd manufacture two specialist soaps—Dorot germicidal soap

Continued on p562

...and growing

There's much more to hair care than shampoos and colourants and in the rapidly growing accessory market Lady Jayne is far and away the biggest and fastest selling brand.

Most chemists are well aware that brushes, curlers and combs along with all the other items that make up the accessories business represent rapid turnover and profit. That's why most chemists display Lady Jayne along with all the other leading hair care products.

Almost everything your customers need for beautiful hair is available from the Lady Jayne display stand. Rollers, curlers, grips, pins, clips, brushes, combs and a wide range of ornaments. They're all there; beautifully packaged, beautifully displayed.

When your customers ask for hair care products give them the best... the Brand Leader.

LADY JAYNE
Simply beautiful hair



BIBA AGAIN— you can't keep a good name down

A new Biba store is opening later this year at 22 Conduit Street in London. There is no doubt that with this opening Biba cosmetics, available to all chemists, will receive a new surge of life. Strangely, it was the need to boost consumer awareness of the cosmetics that led to the opening of a new Biba fashion store. After the trials and tribulations of post Derry & Toms days Biba has risen, phoenix-like from the ashes, and in doing so has brought about the re-awakening of the Biba legend.

The story of the decline, fall and rise of Biba is messy, long and tortuous—briefly, since the original company folded it moved through the hands of

pany has a Christmas range planned, whose exposure in the pages of *Honey* magazine will ensure wide consumer interest.

The new Biba story also includes plans for both a fragrance and a skin care launch. The skin care range is scheduled to appear in the spring and the accent will be on cleansing. The company's thinking is that most girls at the "ideal Biba age" think they have good skins and tend therefore to abuse it by not cleaning it properly. The main emphasis of the Biba skin care range therefore will be on cleansing. There will also be a toner and a moisturiser.

The wraps are still firmly on the fragrance launch but it is promised to be an exciting one. To remind people of Biba's interest in fragrance there will be a pre-Christmas promotional offer of a small size of the current fragrance.

Tailored selection

The company is very eager for smaller independent chemists—especially those with an eye on the current scene—to stock Biba cosmetics, but they will not be expected to allocate a vast amount of space to them. A selection of Biba cosmetics can be tailored to the needs of the individual chemist and a smaller counter unit than is usually identified with Biba can be supplied. But what the company does ask is that the retailer markets the Biba "package" and does not split the products up, dotting them around the shop and losing the cohesive Biba "look". Neither will there be any overloading of colours, it is promised. The aim is for a tight selection of main colours to which will be added seasonal short term ranges—the best of which will be integrated into the main pool,



Helen Page Wilson

while the least popular there will slowly be withdrawn.

Mr Moxey believes wholeheartedly in the new Biba and explains his confidence by saying that whereas before the concept was wholly a creative one, it now has a firmer financial base. That is not to say that the creative Biba touch has been lost—on the contrary it has been strengthened and given a new lease of life, with new blood and new designs. The new life, it is thought, will coincide with a major movement in women's fashion—away from what is left of the ethnic look and toward tailored femininity. It is probably true to say that nobody is better qualified to lead this movement than Biba. No "child of the Sixties" will have forgotten the Biba legend—but its image might be slightly tarnished by the bad luck which has attended it in recent years. Interest is sure to be revived by the opening of 22 Conduit Street and the new fashion impetus that will come from the Biba phoenix.



Dorothy Perkins to those of Anthony Dobson & Associates and thence into receivership. The receiver ran the cosmetic business for a few months until it was bought just over a year ago by a European based international consortium. This company also acquired the experience of David Moxey—ex-Biba cosmetic director—by making him managing director.

Memories jogged

What should we do, asked the new owners, to remind people of the Biba story? The answer was quick and decisive—open a new store, bring back Biba fashion and not only will sales of Biba cosmetics receive a boost of adrenaline but the fashion story is sure to capture the imagination of the public.

The acquisition and renovation of 22 Conduit Street has not been without its traumas, but the story that is coming out of that address now is positive and exciting.

Helen Page Wilson—whose past experience was gained at Max Factor, Fabergé, Yardley and Goya—is now in charge of product development and marketing of Biba cosmetics. The com-

SOAP

Continued from p560

and medicated baby soap. Germicidal soap contains an "antimicrobial" which is active against parasitic infection and against bacteria which may cause problems in hospitals and in the food industry. It is also a mild soap, being non-toxic and is unlikely to cause sensitisation. The medicated baby soap was formulated to have germicidal qualities while at the same time being safe and non-irritant to a baby's skin. The company combined allantoin with the antimicrobial (Irgasan DP 300) and found that this formed the necessary product. The combination also helps combat nappy rash.

The last soaps in this product round-up—but in no way the last of those available on your shelves—are both manu-

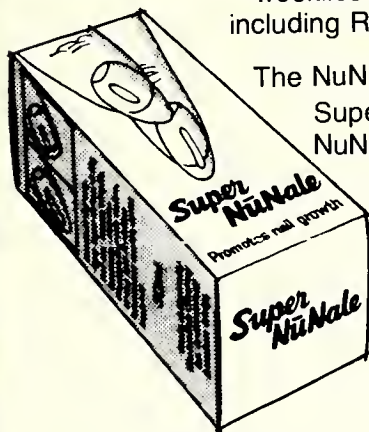
factured by Stiefel Laboratories. Acne-aid soap is indicated in any condition where greasy skin predominates and its major use is as an adjunctive therapy in the treatment of acne. The company says that it is a blend of "high molecular weight fatty acids" and selected detergents and contains no perfume, colour or filler additives. Oilatum soap, on the other hand, is said to be of value in the management of dry, itchy skin conditions where its use will cleanse, soothe and hydrate the skin. It contains 7.5 per cent arachis oil.

To enable you to understand some of the problems for which these and other specialist soaps are formulated it is suggested that you familiarise yourself with them by reading the backs of packs and asking your pharmacist, in a free moment, to explain more fully what these specialist soaps do.

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E. Davids & Co. Ltd.,
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London N.1.

Estchem Wholesale Supplies,
Leeston Road,
Sharston Ind. Estate,
Wythenshaw, Manchester 22.

S. Landaw & Co. Ltd.,
156, Manor Park Road,
London NW.10.

Macton (South Wales) Ltd.,
Unit No. 8,
Glanylln Square,
Taffs Well, Cardiff.

George Mitchell & Co. Ltd.,
80, Elswick Road,
Newcastle-on-Tyne NE4 6JJ.

East Midland Toiletries Ltd.,
Unit 9, Wilford Ind. Estate,
Ruddington Lane,
Wilford, Nottingham.

Paul Murray Ltd.,
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Eastleigh, Hants. SO5 3YN.

Nekem,
27/32, Edgar Street,
Ropery Street,
Hull HU3 2DA.

Dennis E. Riches,
29/31, Malvern Road,
Hornchurch, Essex.

Sherlock Bros. Ltd.,
355/357, City Road,
London E.C.1.

A.L. Simpkin & Co. Ltd.,
3, Hunter Road,
Hillsborough,
Sheffield S6 4LD.

Supervite (London) Ltd.,
Second Floor, Unit 5,
25, Lattimore Road,
St. Albans, Herts.

Unichem Limited,
Crown House,
Morden, Surrey.
Vernon Powell Ltd.,
Verona House,
54, Selsdon Road,
South Croydon, Surrey.

Wains of Tunbridge Wells,
31/33, Albion Road,
Tunbridge Wells, Kent.

Western Trading Co.,
32A, Allenbank Crescent,
Off Whitechurch Road,
Cardiff.

Williamson & Co.,
(Cornwall) Ltd.,
1, Higher Fore Street,
Redruth, Cornwall.

Scotland:

Aberdeen Chemists Sundries,
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Aberdeen.

Wm. Davidson Limited,
West Tullos Ind. Estate,
Aberdeen AB9 8BE.

Fernan (Sundries) Ltd.,
Springkerse Estate,
Cunningham Road, Stirling.

Wm. Knotts (Ayr) Ltd.,
1, Carrick Road, Ayr.

Hugh Reynolds,
(Chemists Sundries) Ltd.,
10, Whitehouse Loan,
Edinburgh EH9 1AX.

Northern Ireland:

S. Haydock Limited,
31, Ballynahinch Road,
Carraduff, Belfast.

D.L. Kirkpatrick & Son Ltd.,
246B, Newtownards Road,
Belfast 5.

H. Mitchell & Co. Ltd.,
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Irish Republic

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LADY JAYNE

Simply beautiful hair

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The new RS80 has the same unique technology, the revolutionary spiral cutting system with six shaving surfaces, the same unmistakable angled shaving head and is finished in a stylish sleek all-black exterior. And as it is a single voltage model, it retails at around £3 less than our de-luxe Spirotechnic.

So confident are we that our system is the way to the future that



we're promoting the Spirotechnic in a way never done before.

Large poster sites throughout the country are being backed up by National Press Advertisements in colour in the TV Times, Daily Express, Daily Mail, Punch and all the Colour Supplements.

Our big multi-media campaign is primed to give your sales of Ronson Shavers a real boost this Christmas.

**Ronson
Spirotechnic.**

RS85 (DE LUXE) RS80 (STANDARD)

Liability: the law now and how it may be in the future

by Paul Hilden *

As a result of the deliberations of a Royal Commission now sitting and talks going on within the EEC drastic alterations could be made in the law relating to liability for goods, products or produce that cause damage, illness or injury to the public. The legal relationship that exists in the field of liability as between the manufacturer and producer, the wholesaler and the retailer will be changed.

It is worth knowing what the law is at the moment to see how matters will change in the future. If a manufacturer makes articles or a producer distributes produce which a retailer sells, who is responsible if, as a result of faulty products, a member of the public who buys from a retailer is injured or damaged?

The law on this can best be seen in an old case where a bottle of ginger beer was bought by a woman in a retail shop. She drank the ginger beer and became ill because it was discovered that the ginger beer contained a decomposed snail! In court it had to be determined who was responsible for this since it was obvious that there was negligence.

Since the ginger beer was contained in a stone and opaque bottle which was sealed it was decided that the retailer had no opportunity of inspecting the inside of the bottle before selling it to the customer and it was held that it was the manufacturer's negligence that caused the illness. The position may have been different if the bottle had been made of transparent glass with the retailer having an opportunity of inspecting the contents before sale.

It should be noted that before the customer could recover compensation, negligence had to be shown on the part of someone—either the retailer or the manufacturer. If both had not been negligent then no compensation would have been payable.

Thus, as the law stands, if the retailer has a chance of intermediate examination or has a duty to do something with the produce and does not do so, then the retailer and not the manufacturer will be liable. For example, a commercial grower of produce might spray a fruit with a chemical spray for preservation purposes but give clear warnings to the retailer that the fruit must be washed before sale. If it is not, then, the retailer will be liable. On the other hand, if the grower says nothing and it is not apparent on inspecting the fruit that there is anything wrong, the grower will be liable for any damage or illness.

* Pen name of a barrister

Under the proposed law which is generally described as "strict product liability" it will be the manufacturer or prime producer who will be strictly liable for any of his products or produce irrespective of whether he has or has not been negligent. Such a change in the law will need new legislation either through our own Parliament or by a Directive of the EEC.

Pregnant employees

Although cases have arisen under employment legislation concerning the right of return of women who have had children and wish to claim back their jobs, there have not been as yet many cases where a woman has been dismissed through pregnancy. As a result not a great deal of publicity has been given to this aspect of the Employment Protection Act.

It is not permitted to dismiss a woman because of her pregnancy unless two conditions are fulfilled. First, she must be unable to perform the work for which she was employed and, second, the employer must be unable to find her alternative suitable work on no less favourable terms and conditions. If either of these conditions is unfulfilled, then the woman concerned has a valid claim for unfair dismissal compensation.

New compensation scheme?

The Government has now issued detailed plans in the form of a consultative document setting out its proposals for a new compensation scheme for short-time working. After a period of consultation with interested parties (employers' organisations, trade unions etc) there will be legislation in the form of amendments to the Employment Protection Act.

The scheme now proposed is in two parts. As a permanent plan, there is provision to give all employees at least 75 per cent of full pay if they are placed on short-time working. There will be no limit as to how long these payments can be made but the employee will not be able to receive unemployment benefit in addition. The employer will be able to recoup part of the cost out of a central fund which will be built up by contributions by both the employer and the Government.

In addition, another plan will come into operation in times and areas of high unemployment. Under this plan the Government will meet the remainder of the cost to the employer of the short-time payments. It will be paid to individual employers where short-time work-

ing is an alternative to redundancy and where there is a good chance of a firm resuming normal working in a reasonably short space of time. When the schemes are introduced they will replace the present limited guaranteed payments scheme now in force under the Act.

Health and safety notes

Drinking water. In view of recent prosecutions, it should be noted that employers must provide at places accessible to employees an adequate supply of drinking water. Where the supply is not piped, and it is contained in jugs or other vessels then the water must be removed at least daily. The vessels themselves must be kept clean. In addition unless the water comes from a jet fountain type of supply there must be supplied cups or other drinking vessels that either can be thrown away or adequately washed after use.

Seating. Where employees have the opportunity from time to time during the course of their working day to sit down occasionally, then the employer must provide seating facilities. In the case of shops where there are opportunities for sitting down occasionally during say, slack periods, then the number of seats provided must be at least one seat to three members of staff.

Young people. With the extension of the use of all kinds of machinery from manufacturing through to warehouses, offices and shops, it is important to note that if that machinery has any moving parts, then it is illegal to use a young person to clean that machinery. A "young person" for this purpose is anyone under the age of 18.

Tribunal evidence

In cases coming before Industrial Tribunals, it is well known that witnesses are called on behalf of either party or documents are produced in evidence.

What is perhaps not so widely known is that the Tribunal has power to order the appearance of witnesses or the production of documents. If a party wants someone to attend as a witness he can request him to appear.

If there is a refusal or a likelihood of a refusal, the party can write to the Tribunal asking for an order for that witness to attend. Similarly a request can be made to the other side to a hearing to produce certain documents. If there is a refusal the Tribunal can be asked to issue an order. Failure to comply with that order can result in a fine on the person or persons in default.

●● Which electric shaver will
preview its exciting new
TV campaign on the afternoon
of Tuesday October 10th, between
2.15 and 2.30 just for you?

Which shaver will spend
more than ever on national TV,
from a peak football spot
on October 15th right
until Christmas?

Which shaver intends to
confirm its brand-leadership by
making 1978 a record year
for sales, and a highly profitable
year for you? ●●

Does PNSC earn its keep?

I, like many other contractors, am concerned to read in the Pharmaceutical Services Negotiating Committee report (1977-78) of their present financial difficulties. On looking into their published accounts for the period 1975 to 1978 it would appear that the PSNC has been highly successful in negotiating its own remuneration with the Department of Health—having increased its monies recoverable from £105,000 in 1975 to £245,000 in 1978, an overall increase of approximately 233 per cent in three years!

What a pity that the contractors who ultimately pay this money were not quite so fortunate. Their gross margins diminished in the same period from 26.5 per cent to 21 per cent. And if only the PSNC could negotiate *real* increases for contractors in line with its own!

Someone must negotiate a *reversal* of the present negative cash flow situation—where higher prescription numbers together with increased net ingredient costs raised investments by 25 per cent per annum, and gross NHS returns were only 21 per cent—otherwise more contractors will follow over the cliff's edge.

The irregular method by which the PSNC negotiates with the employers (the Department) how much is to be deducted from the employees' (the contractors') pay each year, leads to two essential questions:— To whom is the negotiating body responsible, the "employer" (Department) or the "employee" (contractors)? and Who pays the ferryman?

Stanley Blum

Laleham-on-Thames

Get it in glass

Frequently, I see advertised in your weekly issue, the assurance that glass containers—as supplied by Beatson, are best. I am certainly of the opinion that good glass containers are best be they Beatson or any reputable make. The only snag is, that whenever we order Beatson medicals or tablet bottles from our wholesalers, in the case of the latter, it is more or less essential to add "Please supply next best plastic substitute if Beatson or other glass container unavailable". The "medicals" have improved somewhat, but I should like to see the improvement "more than somewhat", to quote Damon Runyon. At the busiest part of last winter's dispensing, the remark was made by two wholesale reps, that the first case of 500ml glass medicals received by any independent pharmacy would have to be returned to the large multiple from whom supplies seemed to be always on hand.

What worries and annoys me—again more than somewhat—is to see the same advertisement appearing with such regu-

larity. However, being forewarned and thus forearmed, we are at least able to get reasonable quantities of plastic substitutes for our tablets. Possibly, having spent a considerable period of using glass containers, before the advent of screw-caps, my preference for containers of any type is with glass. Why do Beatson regularly taunt us with advertisements when, I am fairly certain, they are in some doubt regarding their ability to fulfil the statements as to the availability of their goods. I do agree, however—glass is best.

A. Gow

Fortrose

A spokesman for Beatson says supplies have been short recently but have improved following the company's purchase of bottles elsewhere. A major factory reconstruction is due for completion soon and will provide increased amber glass capacity which should alleviate the problem.

Healthy future?

With the rise in health education in this country, the increase in health magazines, health shops and health farms, pharmacy will sooner or later have to take the new developments into consideration. The Department is going to examine thousands of drugs for any harmful effects. The Government has embarked on a "jogging" campaign, a blood pressure policy and a new publication on eating a healthy vegetable diet. Research has been done on the waste of medicines in the homes, the allergies caused by drugs and the drug adulterants in foods.

Against this background, pharmacy must not ignore the increase in health shops until they reach the proportions of the old drug stores. The work done and goods supplied by health stores can easily be organised in pharmacies with a separate department. They can also go all out to prescribe for and supply remedies for the thousand-and-one minor ailments. British pharmacy has allowed itself to be throttled by so many petty restrictions and curbs which make a commercial impossibility of the average pharmacy.

Pharmacy will have to go all out to make a more positive contribution to the health of the nation. The £6,000 million now being spent on the National Health Service is not getting the results. It has been discovered that certain factors contribute to a healthy long life and millions of prescriptions are issued to treat the results of their deficiencies. Old folk do not suffer from old age but a shortage of these factors in their food and mode of living. Once this has been recognised pharmacy is going to face a new future.

R. Gunn, MPS, FRHS

Peacehaven, Sussex

Banker's eye view

When talking to my bank manager recently, we referred to the large sum of money constantly owed to every contractor. He gave a low whistle, mentally adding up the amount involved, and then

remarked "They get it very cheap don't they".

If we were to charge the Government interest at bank rate on money due to us, it might help us all a little, but it would certainly bring a bit of reality home to where it is needed. Until we contractors realise that we are looked upon as a cheap source of finance, and we make the Government realise that it could cost less to pay us "on the nail", we will get nowhere. I estimate that an average £10,000 is owed for 10 weeks. At 5 per cent interest £2,500 a year would be due on that £50,000.

D. V. Brandon

Knutsford

Hexachlorophene

Some of your readers may have received the wrong impression (*C&D*, September 16 p448), from your report of the Optrex acquisition of Bidex and the use of chlorhexidine and hexachlorophene in this and other feminine deodorant brands.

The Femfresh range of aerosol sprays has always used chlorhexidine as a bacteriostat and as the established brand leader, Femfresh was unaffected by the withdrawal of hexachlorophene brands. Femfresh has continued to enjoy brand strength and high trade confidence and distribution despite the withdrawal of many other competitive products.

S. P. Swaby

Marketing manager

Crookes Aneston Ltd

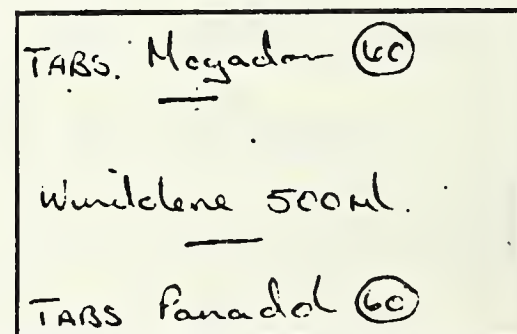
Professor Cook

Professor A. M. Cook retires at the end of this month from his post as professor of pharmaceuticals and head of the Welsh School of Pharmacy. Prior to taking up this appointment in 1967, he was professor of pharmaceuticals at the School of Pharmacy, University of London.

There will undoubtedly be many pharmacists who would like to wish Professor and Mrs Cook, a long and happy retirement. It has been decided to open a national subscription fund to which friends, former colleagues and pupils could contribute to mark this retirement. Cheques, etc, should be made payable to Dr A. D. Russell and crossed "A. M. Cook Subscription Fund", and sent to me at the Welsh School of Pharmacy, UWIST, Cathays Park, Cardiff, CF1 3NU.

Dr A. D. Russell

Cardiff



The Medicines Act Regulations appear to go even further than our Darlington correspondent thought.



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Two pharmacists struck off after script 'fraud'

Two pharmacists who took part in a prescription fraud were ordered to be struck off the Register by the Pharmaceutical Society's Statutory Committee at its meeting last week. The company, of whom one of the pharmacists is a director, was ordered to be disbarred from running their premises at St Peters Shopping Centre, Leicester, for three years. The pharmacists and the company have three months in which to appeal.

Prescriptions for expensive drugs bearing fictitious names and addresses, were presented for payment to the pricing authority, said Mr Josselyn Hill, the Society's solicitor.

Mr Chunibhai Patel and Mr Manu Patel (no relation) appeared following convictions at Middlesex Area Crown Court last December. Mr Chunibhai Patel, proprietor of Bees Chemists, Wick Road, Hackney had pleaded guilty to three specimen charges of obtaining property by deception. He was jailed for nine months.

Mr Manu Patel, now a director and superintendent of Lentrose Ltd who run two pharmacies in Leicester admitted two specimen charges of obtaining property by deception and was sentenced to six months' imprisonment. Mr Hill said that Mr Suresh Patel, the non-pharmacist proprietor of the company was jailed for 12 months at the same proceedings.

Scripts from hospital

Det Con Christopher Davies said that Mr Chunibhai Patel admitted receiving 48 prescriptions forms from a doctor who worked at Northwick Park, Harrow, and Peterborough District Hospital which he did not dispense but which he stamped and submitted to the Pricing Bureau for payment. He received about £4,000 and had repaid £2,000 to the Area Health Authority before the court proceedings.

The officer added that Mr Manu Patel said the same doctor left five prescriptions to show the drugs had been dispensed and later submitted them for payment to the Pricing Bureau. A sum of £284 was received, which appeared to have gone to Lentrose Ltd. There was no evidence that Mr Manu Patel had benefited in any way.

Mr Chunibhai Patel of Monks Park, Wembley, told the Committee that he only acted of misplaced loyalty to a friend. Mr Manu Patel, of Dixon Drive, Leicester, said that he had not himself a single penny from the fraudulent transactions. He had submitted the prescriptions for payment, knowing that the medicines had not been dispensed, for the benefit of the business. He had known it was wrong morally and legally.

Mr Suresh Patel also of Dixon Drive, Leicester, told the Committee he was a

director of Lentrose Ltd. Asked why he had become involved in this dishonesty, he said "I can only say that it was just done in a stupid way without thinking."

Giving the Committee's decision, chairman, Sir Gordon Willmer said: "The facts of this case are extremely not to say horribly simple. They disclose a lamentable form of fraudulent conduct."

'Con man' played on sympathies

The actions of a confidence trickster and drug addict who played on the sympathy of pharmacists in the Tyneside area by making the most of the arthritis he suffered from resulted in a pharmacist being reprimanded by the Committee.

Mr Archibald Davison of Gateshead appeared before the Committee for supplying drugs in unlabelled containers to the man, a known addict. Mr Davison, of Wear Villa, Wear Head, County Durham, was fined a total of £90 with £8 costs at Gateshead Magistrates Court last January after pleading guilty to failing to obtain a signature in his poisons register for the sale of 51 DF118 tablets, failing to sell them in a proper container, selling six Mogadon tablets without a prescription and failing to sell them in a proper container.

Mr Davison told the committee he did not dispute the evidence against him. At the time he was "physically and mentally tired." He realised he had been very silly and he guaranteed it would not happen again. The chairman, Sir Gordon Willmer, said: "From the amounts charged it does not appear Mr Davison was making any profit out of the transaction." He had frankly admitted he knew he was doing wrong and had given an assurance it would not happen again.

Phensedyl sales 'not controlled'

A New Cross pharmacist who could not account for 176 litres of Phensedyl linctus, that went missing from his premises over a six month period was reprimanded by the Statutory Committee.

The Committee, had been told that when a Society inspector called at a pharmacy in Clifton Rise, New Cross, the superintendent pharmacist, Mr Navinchandra Patel, could not account for 88 two litre bottles of the linctus. Mr Patel, a director of Herbert and Lagan Ltd of Manor Lane, London SE 12, owners of the pharmacy, was accused of misconduct for not exercising effective control over sale of the linctus. It was said he should have known the sales were intended to be used in a manner detrimental to health.

Mr Patel agreed he had not recorded the sales since February 1977 and that he could not account for the 88 missing bottles. He said he stopped recording sales of the linctus after discovering many buyers were giving false particulars. He was unaware of large sales, but staff could have sold the linctus when he was not on the premises. He had relied on the honesty of others, but had been "betrayed" by some staff.

Committee chairman, Sir Gordon Willmer said Mr Patel appeared to have no idea that large quantities of the linctus were passing through his pharmacy. A former assistant had admitted to the Committee she was secretly giving substantial orders to wholesalers behind Mr Patel's back, and that she remained in the shop after hours and handed out two litre bottles by the back door, presumably to addicts.

Mr Patel was grossly deceived by someone in whom he had placed implicit trust, but he was guilty of a lack of control for failing to exercise the degree of control and supervision which the law required of a superintendent pharmacist, said Sir Gordon. The Committee decided to reprimand Mr Patel. No order was made against the company.

Pharmacist stole CDs for own use

A pharmacist, who had stolen more than 9,000 amphetamines from various employers for his own use, appeared before the Statutory Committee accused of misconduct.

Mr Bernard Thompson, Cherryfields Road, Broken Cross, Macclesfield, was fined £200 at Stockport Magistrates Court last September after pleading guilty to stealing a quantity of amphetamines and unlawfully possessing 165 tablets. He pleaded guilty at Salford last May to two charges involving the theft and unlawful possession of Controlled Drugs, Dexedrine, Drinamyl and Durophet, and asked for five similar charges to be taken into account. He was put on probation for 12 months and ordered to pay £80 compensation.

Sgt David Turner said Mr Thompson told him he had taken tablets from Stockport Associated Chemists between June and August, 1977, because he had money problems and was very depressed. He was getting through between six and eight tablets a day. Det John Galt said Mr Thompson told him he had taken amphetamines as they were received from the wholesalers after he joined Radnan's Chemists in Salford as pharmacist manager last November.

Det Con Galt said a check with previous employers revealed that over a two year period he had taken 30 Durophet, 3,290 Dexedrine and 5,755 Drinamyl. Mr Thompson told him he was getting through 20 tablets a day. Both officers said there was no suggestion he got into such a state he was unable to carry out his pharmaceutical duties.

Continued on p576

Peter Dodd explains why Unichem have stepped up the RPM battle

Who started the resale-price-maintenance-threatening war between pharmaceutical wholesalers—Unichem, other leading wholesalers, or the “cowboys”? That question was debated at the Lincolnshire Pharmaceutical Committee’s conference on Sunday when Unichem managing director Peter Dodd was “put on the spot” over his company’s latest discount scheme in which chemists are offered from 4 to 9 per cent discount on purchases, including most price-maintained “ethicals”.

Mr Dodd was challenged by Unichem member Mr Paul Brown, Boston, to justify escalating the existing confrontation on RPM into a full-scale war. The result would be reduced service to the pharmacist and hence to the patient, a reduction in credit (“I’ll find it difficult to inject the cash into my business to sustain the scheme”) and a reduction in NHS remuneration. It was sad that just as contractors were being paid back what they had lost on discounts in the past, they were being offered new discounts which the Department would eventually claw back again.

‘Truth of the matter’

Replying, Mr Dodd set out what he described as “the truth” of recent developments. Large wholesalers had been able to live with the “sweetheart” discounts long given by some smaller ones, but a year ago one major group started offering discounts in selected areas. Unichem gathered proof and persuaded them to stop. In June this year one of the “big four” started discounting nationally—manufacturers said they would take action if given proof but in the event failed to do so. Unichem lost £½m business in June, the same amount in the following two months, and in September it would be £¾-1m. The number three and five wholesalers put in defensive schemes ahead of Unichem—“We didn’t start it, we fought against it,” claimed Mr Dodd. However, approaches to PSNC, ABPI, NPA and NAPD had met with a nil response, leaving Unichem with no option but to take action “because at the end of the day the independent chemist would be a lot worse off with no Unichem.”

Mr C. D. Ross (a member of PSNC) alleged that the history had been oversimplified, however. Unichem’s own rebate scheme was responsible for the “dirty water” because it was the first to link OTC discounts with “ethicals”. Other wholesalers deserved praise for holding back for so long—and Unichem’s lost business showed the lack of loyalty among chemists when it was a matter

of “pennies in the pocket”. In three years, Unichem turnover had trebled while another wholesaler’s had remained static—they could not be expected to accept that when their competitor was using a “devious” means of giving a linked discount. Unichem should be like any other company and give its rebate to shareholders according to the number of shares held.

Act’s limitations

On the last point, Mr Dodd replied that the amount that could be distributed in that way was limited under the Industrial and Provident Societies Act to one per cent above MLR. Until now the rebate had been confined to non-RPM lines—the discount could go high, “but not above the wholesaler’s total margin.” Mr Dodd did not believe that commercial organisations were unable to counter Unichem’s success—others had grown in spite of Unichem. Nevertheless, the time was coming when pharmacists must commit themselves to a principal wholesaler. Mr Dodd expected service to decrease as a result of discounts, though not to the extent that it had in the USA, and pharmacists would not be able to rely on the wholesaler for finance—though he hoped wholesalers would not be too hard on those who could not pay. “Maybe at the end of three years, when all the turmoil is over, pharmacy will be more healthy—but it is going to be an uncomfortable three years.”

‘Marginals’ under threat

Mr J. Maltby, a Lincoln wholesaler, saw the short-term effects of discounting—reduced credit and service—as dangerous for the “marginal” pharmacy, with more closures and more dispensing doctors in rural areas the result. It would also be difficult to sell an independent pharmacy if the new buyer could not rely on the wholesaler for credit. In the long term reduced services, loss of the small pharmacy, fewer wholesalers, and a complete breakdown of the pharmaceutical service in some areas, all provided a formula for nationalisation.

Mr Dodd told Mr Graham Walker (LPC secretary) that he believed a “pharmacist-owned” wholesaler would get rid of slow-moving OTC lines before slow-moving “ethicals”. However, if, as had been suggested, the wholesalers’ discount were reduced to, say, 10 per cent, it would bring about the reduction in services that much faster.

Mr J. P. Wells (executive director, Proprietary Association of Great Britain), on being asked why manufacturers did not take action, said it was much more

difficult to obtain the evidence at wholesale than at retail level. Mr Dodd added that wholesale RPM was going by default—subsidiaries of US-owned companies were bound by anti-trust laws, some manufacturers were worried about the provisions of the Treaty of Rome, and others would not risk losing distribution for their products.

Sale of medicines

Earlier, in his paper to the conference on the topic of “The battle for medicines sales”, Mr Dodd had argued that retail pharmacists made no effort until the 1970s to stem the transfer of sales to grocers and supermarkets. They had been petulant, called manufacturers names, and even hid their products from view. Too late they had accepted that the commercial approach could go hand in hand with the professional. There had then been no organisation prepared to give retailers a lead—the Pharmaceutical Society could be written off as “a hindrance to the commercial life of pharmacy”, the NPU did nothing to warn the public about buying medicines from the supermarket—and Unichem was at that time “concerned with survival”.

But in the ’70s, chemists, with the support of wholesaler groups, had begun to accept the challenge. Manufacturers could not be criticised for selling through other outlets as the number of pharmacies decreased, but they were prepared to offer joint promotions which had led to increased sales through chemists. The decision on “merchandising” medicines was for the individual, but it did bring back sales in a £163m market that was worth fighting for.

Mr Dodd’s recipe was for the pharmacist to leave the dispensary to make the public aware of his training and give them confidence in his advice, staff to be properly trained and motivated, adequate display, always having sufficient stocks of fast-selling medicines, and projecting a professional image. But the profession as a whole should also advertise, as the accounting bodies and solicitors had done, to make the public aware of the unique service given by the pharmacist and his role in the community. Retail pharmacists should also be prepared to commit themselves to an organisation that would check the manufacturers’ power to get the pharmacist to create a demand for a product and then to sell it to supermarkets. It would become impossible to launch a medicine if all pharmacies were to close down.

Script to OTC?

Mr Wells, in his paper, said there was now a trend towards self-care, without recourse to professional advice, through all the developed countries. But the trend was not being reflected in legislation in the UK—in the USA, 19 substances were being considered for reclassification from prescription to OTC sale, but in Britain the opposite was happening. Home medicine manufacturers were also holding back on innovation because of a static market and legislative uncertainty.

Mr Wells, too, exhorted pharmacists to display, look to the appearance of their shops, and capitalise on their professional esteem. Pharmacies had the customers—80 per cent of the population, men included, visit a pharmacy in any one month—but did not sell enough to those customers. The aim should be to increase turnover, since higher margins were much more difficult to achieve. Display of brand leaders led to this turnover, and to profit through increased stock turn. And the principle was particularly important with OTC medicines because it was a saturated market in which people bought family favourites and were loathe to change. "They must see it in your pharmacy or they will buy elsewhere."

Pitfalls in public support

If pharmacists want public support, they must not only provide all the relevant information on which that support can be based—and they must not be surprised if the consumer sees the other side of the coin and criticises the profession. That was the advice (and warning) given to the conference by Wing Commander Geoffrey Callaghan, secretary to Lincolnshire North Community Health Council.

In a paper titled "The customer's thoughts on pharmacy", Mr Callaghan believed that support would be forthcoming for a better, and perhaps simplified, remuneration system for pharmacists. "My CHC is not the only one to have spoken in words like these: 'Council is inclined to the opinion that pharmacists have, in general, been given a raw deal. Too much has been made of the "commercial" side of the service whereas any NHS function should be viable in itself—after all, we do not ask our general medical practitioners to sell newspapers or dish out spring greens!' Equally, to those who understand salary and job evaluation, there would be surprises at finding out that, in real terms, the NHS values its pharmacists as slightly lower than junior clerks in pay terms."

However, some other professional bodies had "consulted the public" as a last resort in battles with Government, only to discover that "instead of being grateful for the condescension, the peasants actually had the impertinence to want all the facts!"

Mr Callaghan went on: "As one qualified in management, who has had many discussions with all types of entrepreneurs, it is difficult to see what all the fuss is about. Either you want to invest your skill and cash in an entrepreneurial business—with the concomitant that you accept both its perils and pleasures, or you become a paid servant with a multiple or within the NHS. Indeed some commentators argue that the pharmacist, like the sub-postmaster, has the advantage of guaranteed customer presence—if not of purchase.

Salaried service?

"My own Council has not yet debated the salaried service idea but others have and I can see a sizeable number—although not a majority, agitating for a

totally self-contained, salaried pharmacy service, completely divorced from the drug store and general trade. Looking to the future, the consumer is certainly going to want a bigger say about the whole drug provision scene—the following motion will be debated soon by our national association: That this Association calls upon the Government to legislate for the nationalisation of the drugs industry."

Mr Callaghan would not forecast the outcome, but said the motion reflected genuine and growing concern that Government and individual practitioners were being manipulated or bypassed by the multi-nationals, sometimes—but not always—to the benefit of the patients. This again highlighted the need to offer the lay public whole arguments. The speaker also warned that professional unity must be affected when whilst all had their pharmaceutical expertise in common, their lives and expectancies were governed by differing commercial

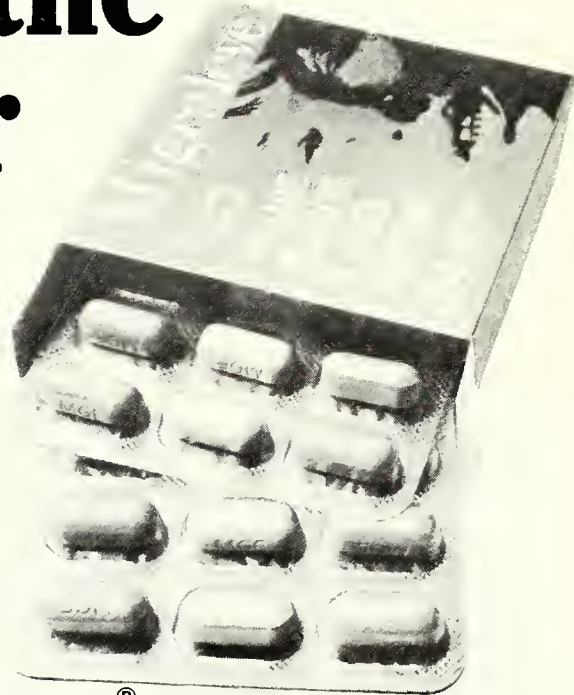
and personal considerations." I do not argue that this is wrong, only that if you want me to support you, then you need to convince me that it is the one voice speaking and not just that of a particular group within the profession."

At the local level, Mr Callaghan said that what concerned people was the growing threat of no reasonable service at all. Disintegrating transport services were leading to real isolation in the community but, local research found divided opinion about the answer. "To many, the problem is not the loss of a pharmacy service but the loss of a useful general store. Certainly outside the City of Lincoln many of my constituents like the all-purpose pharmacy with its garden annexe or its special Christmas bazaar. Others, usually the elderly, the handicapped and the housebound are less concerned about getting their soap and toilet paper but really worried, almost desperate, because obtaining drugs has become really difficult and expensive."

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RGD's new store sets a pattern

R. Gordon Drummond, the Guinness chemist-chain subsidiary, have entered a new phase of development with the opening this month of the first 10,000 sq ft "family store" at the Wellgate Centre in Dundee. A second, larger store will open in Washington New Town in December.

Managing director Brian McElroy, MPS—who joined RGD from Westons last year—believes the new stores may provide a formula for providing a pharmaceutical service in central areas which high costs are making prohibitive to traditional pharmacies. The "family stores" aim to extend the traditional image with strong emphasis on dispensing, medicinals, cosmetics and fragrance, but adding kitchen equipment, stationery and greetings cards, toys and games, records, books, newspapers and magazines, adult games and artists' materials, gifts and fancy goods. Wellgate—on the first floor of a totally enclosed precinct—is in the new RDG colours of cream and brown, with smaller areas highlighted in primary colours. Existing branches are to be refurbished and other new stores developed in accordance with the same general image. Wellgate's manager is Colin Lowe, BSc, MPS, aged 26, with Gordon Mitchell, BSc, MPS, assistant manager and a staff of some 35.

Major reorganisation

R. Gordon Drummond Ltd was subject to a major board reorganisation in autumn 1977 and since then has been "actively engaged in improving its operations, systems and public image". The board now comprises:—*Chairman* C. W. Freyer; *managing director* B. McElroy, MPS; *marketing director* R. J. C. Ford; *distribution and inventory control director* I. M. Heron, BSc, MPS; *pharmacy superintendent / personnel director* D. H. Maddock, PhD, FPS; *financial director* L. A. F. Roncone; *store development manager* F. G.



Frontage of the new 'family store' in Dundee's Wellgate shopping precinct

Brazier; *retail operations director* R. Henstock, MPS.

Records show Drummond in Edinburgh pharmacy in the early 18th century before the time of Bonnie Prince Charlie. The firm of R. Gordon Drummond was established in Falkirk in 1785, the business being maintained as a traditional pharmacy, privately owned by the Drummond family. Between the two world wars, it was expanded to four shops, remaining thus until 1948, when the two High Street shops in Falkirk were merged into one unit. The business continued until during the period of 1965 to 1969, further expansion occurred which resulted in the acquisition of three privately owned pharmacies and the establishment of a substantial animal medicine division. In order to increase the capability for expansion, R. Gordon Drummond was incorporated as a limited company on June 1, 1970, at which time TCL (Park Royal) Ltd, a subsidiary of Arthur Guinness Son & Co Ltd, became a major shareholder. The company now operates 142 retail pharmacies.

Where does RDG fit into other Guinness operations? As part of the 1977 reorganisation of the non-brewing activities, the group set up Guinness Retail Holdings Ltd as a fully-owned subsidiary, with offices at 40 West Street, Marlow, Bucks. Chairman is Michael Ogle, managing director Wyndham C. Freyer and his deputy Brian McElroy.

There are three subsidiaries:—*Caledonian Pharmaceutical Holdings Ltd*, incorporating R. Gordon Drummond

Ltd (chemists); B. Findlay Ltd (record retailers); Wm. Davidson Ltd, Brown Gray & Co Ltd and James Hardcastle Ltd (75 per cent) (pharmaceutical wholesalers) and Fernan Sundries Ltd (49 per cent) (sundries wholesalers); *Lavells Ltd* (CTN retailers), and *Consolidated Agricultural Supplies Ltd*, whose subsidiaries include Veterinary Pharmaceuticals Ltd (poultry vaccine manufacturers), Hilson Manufacturing Ltd (animal health product manufacturers) and C-Vet Ltd (animal health product distributors).

CPH incorporates all the pharmaceutical distribution activities of GRH and has the following board members *Chairman* C. W. Freyer; *deputy managing director* B. McElroy, MPS; I. M. Heron, BSc, MPS; R. J. C. Ford; G. Berry, BSc, MPS; L. A. F. Roncone.

A pre-registration 'community' pharmacy course

A course for pre-registration students in community pharmacy has been arranged by the department of pharmacy, Chelsea College. The term "community pharmacy" is thought by the organisers to cover the nature of the services offered by the pharmacist more precisely than "general practice". The course will be about 30 sessions, held on Wednesday afternoons and evenings throughout the academic year 1978-9.

Professional aspects is the first of the sections and will constitute about half of the course. The section deals with common problems in primary health care, how to effectively control and supervise dispensing and prescription pricing and coding. Managerial aspects deals with staff selection, accounting, taxation, stock routines, merchandising and relevant laws. The third section is a series of options on skills of interest to individuals, such as first aid, photographic equipment and veterinary products.

Applications for the course should be sent as soon as possible to Dr N. D. Harris, department of pharmacy, Chelsea College, Manresa Road, London SW3. Fees for the whole course are £50; for parts 1 and 2 or part 3 alone, £30.



Lord Iveagh (joint chairman of Arthur Guinness & Son) addresses staff before the opening. To his left are C. W. Freyer, B. McElroy, C. Lowe and Dr D. H. Maddock



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Fisons group better profit performance

The interim report for Fisons Ltd for the six months to June 30, 1978 showed that the group profit at £11.953m before tax, was significantly above that for the same period in 1977, at £8.511m.

As far as their pharmaceuticals division was concerned continued growth in most major markets resulted in sales increasing by 18 per cent. The figure was £33.898m against £28.611m for the same period last year. A substantial part of these sales increases came from the new forms of treatment for seasonal illnesses which do not prevail in the latter part of the year. Most noteworthy of the expanding markets were the EEC (including the UK), Japan and Scandinavia, all of which experienced sustained growth for prescription drugs.

Total sales for the group in this period amounted to £165.301m against £138.251m in the same period in 1977. Earnings per share, 50.2p for the year to December 31, 1977, improved to 54.4p at June 30, 1978. The trends established for the group as a whole show signs of continuing throughout 1978, say Fisons.

New lab for A & W

Albright & Wilson are to spend £250,000 on a new technical service laboratory at the Castiglione della Stiviere site in Northern Italy. The new 1,300 sq m three-storey building—scheduled for completion in September, 1979—will include comprehensive biological testing facilities and process control laboratories. The need for improved facilities arises from expansion of the product range, and the requirement for biological testing and other safety procedures associated with formulation of personal care products.

Briefly

United Glass Group sales for the 20 weeks ended June 17, 1978, were £72,682,000 compared with £62,371,000 for the similar period 1977. Profit before taxation was £6,014,000 (£4,559,000). In its interim report the company says it has not yet felt an expansion in demand as a result of higher consumer incomes. Volume of business was similar to that in the first half of last year.

APPOINTMENTS

Irish Pharmaceuticals Ltd: Mr Robin Bailey has been appointed sales manager and Mr Fergus Caine, product manager.

Sterling Health: Mr Colin Twaite has been appointed managing director. He was formerly general manager.

G. B. Kent & Sons Ltd: Mr L. M. Evans has been appointed national sales manager following the sudden death of

his father, Les Evans, who previously held the position.

Raines, Clark & Co Ltd: Mr Robert Stewart has been appointed managing director, following the retirement of Mr Cumming (see People, p540). Mr Stewart was appointed to the board in 1966.

Farley Health Products: Mr Robin Hopf has been appointed infant milks product manager. Mr Hopf joins the company from Unigate Foods. Mrs Barbara Bufton has been appointed marketing trainee. She is married to Mr R. Bufton, the company's commercial pharmacist.

Fabergé Inc: Norman J. Waterman has been elected a member of the board of directors of Fabergé Incorporated, following his appointment as president of Fabergé International Inc. Mr Waterman will report directly to Mr George Barrie and will be responsible for the company's international operations.

Statutory Committee

Continued from p571

Mr Thompson's solicitor told the Committee that Mr Thompson had gone through a very unhappy period, with his mother's death and his other worries. He succumbed to the pressures, found the easy way out was to take drugs, and made no attempt to conceal what he was doing. Now his family life was stable and he had got over his problems and dependence on drugs, added Mr Fox.

Sir Gordon Willmer, told Mr Thompson "This is a serious and anxious case. The large amounts of drugs you took were for personal consumption, but there is no suggestion you were trafficking." His employer, Mr Radnan had sent a testimonial saying he was performing his professional duties satisfactorily.

Sir Gordon said they would adjourn the case until Mr Thompson's probation order expired next May. Any action then would depend on reports they received on his behaviour in the meantime.

A reprimand for an unsupervised sale

A Wood Green superintendent pharmacist who failed to supervise the sale of a restricted poison by a 13-year old girl was reprimanded by the Statutory Committee.

The pharmacist, Mr Peter Kozary, of Commerce Road, and the company, Zoneplan Ltd, were appearing before the Committee after admitting at Tottenham Magistrates' Court in March unlawfully selling Panadeine Co tablets. They had been fined £50 with £10 costs.

Society inspector Mr George Norris said he went to the pharmacy in High Road, Wood Green, with Mr Gordon Appelbe, head of the Society's Law Department last September. Miss Rupa Patel, the proprietor's daughter, sold Mr Appelbe the tablets without reference to Mr Kozary. Mr Kozary told the

Committee an assistant had walked out and the girl was mainly engaged in watching out for shoplifters. "I was quite surprised that she had served anyone. I did not see her taking the tablets. It was an accidental sale."

Committee chairman, Sir Gordon Willmer, said both Mr Kozary and the company should be reprimanded. Mr Kozary also appeared before the Committee on an adjourned hearing. Mr Josselyn Hill, the Society's solicitor, said he had appeared before the Committee following his conviction in September, 1976 for the theft of £1,032. He had been sentenced to six months' imprisonment suspended for two years. The Committee had asked him to appear before them when the suspension expired. Mr Kozary said he had repaid the money plus £200 interest and promised he would not get involved in gambling again. The Committee decided to take no action against him on this matter.

Scripts dispensed with no pharmacist

An Enfield pharmacist who failed to supervise the dispensing of prescriptions was reprimanded by the Statutory Committee. The Committee previously adjourned the case of Mr Shantilal Buddhdev for a year so that could produce testimonials to show he was doing his job properly.

Mr Buddhdev, Brantwood Gardens, Oakwood, originally appeared before the Committee along with Janray Ltd, who ran a pharmacy in Station Road, Cuffley. He was a director and superintendent pharmacist of the company. The company was convicted at Cheshunt Magistrates' Court of five offences of unlawfully supplying pharmaceutical preparations and was disqualified as an authorised seller of poisons for three years. Mr Buddhdev was convicted of three offences.

Mr Josselyn Hill, for the Society, said the pharmacy had dispensed 20 prescriptions one afternoon in Mr Buddhdev's absence. Mr Buddhdev said that when he took over the shop he told staff that prescriptions must not be given out when he was not there. Mrs Joan Rycroft, the dispensing assistant, said she knew she should not dispense without supervision but was told to do so by Mr Mansukh Kantaria, Mr Buddhdev's unqualified partner.

Society inspector Mr Martin Ibbitt said he visited the pharmacy three times since last January and found that all was well. A company called Hartquest Ltd had taken over the premises and Mr Buddhdev was the manager and pharmacist in charge. Mr Kantaria was also working in the pharmacy, he added. Mr Ibbitt said he received a call from Mr Buddhdev in August saying he had left to take over a pharmacy of his own in Edgware.

Committee chairman Sir Gordon Willmer said they would reprimand Mr Buddhdev. "Otherwise we shall take no further action."

MARKET NEWS

Mint prices steady

London, September 27: Peppermint oil prices became steadier in the past week following the substantial falls of the previous two weeks. The lower prices in this week's report reflect the stronger pound sterling against the US dollar in which currency the oil is traded from origin. When C&D went to press, sterling was falling and if the trend continues, an upward movement on the rates can be expected. Chinese menthol for shipment was £0.40 kg down at £6.30 kg. Essential oils quoted lower included cinnamon leaf, Chinese citronella, nutmeg, sweet fennel and pennyroyal. Ceylon citronella maintained its former tone and is about £0.35 kg higher than a month ago.

Trading in spices was quiet bringing lower prices for pepper and ginger. Lower in botanicals were Cape aloes, cascara, henbane, kola nuts, senega and witchhazel leaves. Among those marked up were some of the balsams, dandelion, liquorice and gentian roots.

Pharmaceutical chemicals

Atropine: (Per kg in 1/2-kg lots) Alkaloid £133.70; methonitrate £102, methylbromide £124.40, sulphate £94.50.
Benzocaine: BP in 50-kg lots, £6.08 kg.
Caffeine: Anhydrous BP and hydrous, £4.86 kg in 100-kg lots.
Cinchocaine: Base (5-kg lots) £77.69 kg; hydrochloride £77.45.
Dexpanthenol: (Per kg) £12.28; 5-kg £11.03.
Dextromethorphan: £164.85 kg, £162.85 kg in 5-kg.
Dihydrocodeine bilartrate: £535 kg in 20-kg lots: Subject to Misuse of Drugs Regulations.
Ephedrine: (Per kg) £15 in 500-kg lots; hydrochloride sulphate £18 in 50-kg.
Homatropine: Hydrobromide £90.20 kg; methylbromide £102—both in 1/2-kg lots.
Hydroquinone: 50-kg lots £2.67 kg.
Hyoscine: Hydrobromide £482.10 kg.
Hyoscyamine: Sulphate, 100-kg lots £160.60 kg.
Iodoform: USNF £11 kg in 50-kg lots.
Isoprenaline: Hydrochloride £60 kg; sulphate £50.
Kaolin: BP natural £122.50 per 1,000 kg; light £128.70 ex-works in minimum 10-ton lots.
Lactic acid: BP 88/90% £1.75 kg in 70-kg drum.
Lignocaine: (25-kg) base £11.07 kg; hydrochloride £11.17.
Lobeline: Hydrochloride BPC and sulphate £1.40 (50-kg).

Magnesium carbonate: BP per metric ton—heavy £550 to £590, light £450.
Magnesium chloride: BP crystals £0.68 kg for 50-kg lots.
Magnesium dihydrogen phosphate: Pure £2.08 kg in 50-kg lots.
Magnesium hydroxide: (metric ton) BPC light £1,240; 28 per cent paste £440.
Magnesium oxide: BP per metric ton, heavy £1,350; light £1,240.
Magnesium sulphate: BP £116.70-£124.70 metric ton commercial £103.50-£111.50; exsiccated BP £249.40.
Magnesium trisilicate: £1 kg (metric ton lots); £1.20 kg (500 kg lots).
Phenylephrine hydrochloride: From £80 kg according to quantity.
Phosphoric acid: BP sg 1,750 £0.4313 kg in 30 drum lots minimum.
Phthalylsulphathiazole: 50 kg lots £4.80 kg.
Physostigmine: Salicylate £1 per g; sulphate £1.28 in 100-g lots.

Crude drugs

Agar: Spanish/Portuguese £5.50-£6 kg nominal.
Aloes: Cape £960 ton spot; £900, cif. Curacao £2,200, cif.
Balsams: (kg) **Canada:** firmer at £13.70 spot; £13.20, cif. **Copaiba:** £2.50 spot; no cif. **Peru:** £8.40, spot £8.35, cif. **Tolu:** £5.40 spot.
Cascara: £960 metric ton spot; £910, cif.
Cherry bark: Nominally £1,250 metric ton spot; £1,220, cif.
Cochineal: Tenerife black brilliant £17.50 kg spot. Peru silver grey £15.
Dandelion: Spot £1,680 metric ton spot; £1,625, cif.
Ergot: Portuguese-Spanish £1.25 spot; £1.20, cif.
Gentian: Root £1,650 metric ton spot; £1,625, cif.
Ginger: Cochin £975 metric ton, spot; £925, cif. Jan-Feb shipment. Other sources not quoted.
Henbane: Niger £1,630 metric ton spot; £1,600, cif.
Hydrastis: spot £11.10 kg; forward £10.90, cif.
Ipecacuanha: (kg) Costa Rica £8.75 spot; £8.65, cif.
Kola nuts: £580 metric ton spot; £500, cif.
Lemon peel: Unextracted, £1,250 metric ton spot; shipment £1,230, cif.
Liquorice root: Russian £390 no spot; £370 metric ton cif. Block juice £1.48-£1.80 kg spot; spray dried £1.50-£1.60 kg.
Pepper: (metric ton) Sarawak black £1,040 spot, £1,750, cif; white £1,560 spot; £2,700, cif.
Satiron: Mancha superior £750-£800 kg spot.
Senega: Canadian £11.40 kg spot; £11, cif.
Witchhazel leaves: £2.80 kg spot; no cif.

Essential and expressed oils

Almond: Sweet in drum lots £1.25 kg duty paid.
Cinnamon: Ceylon leaf £3 kg spot; £2.50, cif. Bark, English-distilled £150.
Citronella: Ceylon £1.80 kg spot; £1.65, cif; Chinese £2.20 spot and cif.
Fennel: Spanish sweet £9 kg spot.
Ginger: Chinese £35 kg, cif; no spot. Other sources up to £75 spot. English-distilled £120.
Lavender spike: £13 kg cif.
Lemongrass: Cochin £5.25 kg spot; £4.65, cif.
Nutmeg: East Indian £10.50 kg spot; £9.50, cif.
Origanum: Spanish 70 per cent £17 kg nominal.
Pennyroyal: From £10.50 per kg spot.
Peppermint: (kg) Arvensis—Brazilian £4.45 spot; £4.25, cif. Chinese £3.90, spot and cif. Piperata American about £16 cif.
Rosemary: £6 kg spot.
Sandalwood: Mysore £85 kg. East Indian £73.50.
Thyme: Red 45/50% £15 kg.

The prices given are those obtained by Importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, October 2
East Metropolitan Branch Pharmaceutical Society, Churchill room, Wanstead Library, Spratt Hall Road, Wanstead E.11, at 8 pm. Det Sergeants A. L. Kilner and R. Smith, New Scotland Yard on "The role of the Drugs Squad."

Tuesday, October 3
Leicestershire Branch, Pharmaceutical Society, Lecture theatre, postgraduate medical centre, at 8 pm. First of course of lectures on "Pain": Remaining lectures to be held on October 9, 23, 30, November 6, 20 (this at Scaptoft Campus) and 27.

Wednesday, October 4
Slough Branch and West Metropolitan Branch, Pharmaceutical Society, Society headquarters, 1 Lambeth High Street, London SE1, at 8 pm. Chiltern Region lecture, Dr A. C. Turner (senior overseas medical officer, British Airways) on "The problems of imported disease 1978."

Thursday, October 5
Bristol Branch, Pharmaceutical Society, Ashton Court Mansion, at 8 p.m. Wine and cheese.
Chelmsford Branch, Pharmaceutical Society, Chelmsford and Essex Hospital academic centre, at 8 pm. Professor D. W. Straughan (Wellcome professor of pharmacology, School of Pharmacy) on "Adverse drug reactions."
Harrogate Branch Pharmaceutical Society, Smiths Arms, Beckwithshaw, at 7.30 pm. Steak and kidney pie dinner. Dr Y. M. Dyas on a "Trip to the Himalayas."
Hertfordshire Branch, National Pharmaceutical Association, Mallinson House, St Albans, at 8 pm. Open house.
Lancaster, Morecambe Branch, Pharmaceutical Society, Unitarian Hall, Scotforth, Lancaster, on 7.45 pm. Cheese and wine evening.
Society of Cosmetic Chemists of Great Britain, Royal Society of Arts, 6 John Adam Street, London WC2, at 6.30. Mr J. Bartle on "The market research contribution to advertising". Open to visitors.
Thames Valley Pharmacists' Association, Conference room, Winthrop House, at 8 pm. An illustrated talk by Christopher Stanley (Middle Thames Archaeological Society) on "England's heritage—an aerial view."

Friday, October 6
Chesterfield Branch, National Pharmaceutical Association, Chatsworth room, Station Hotel, Chesterfield, at 8 pm. Mr R. G. Worby (chairman, NPA) on "Current negotiations."
Pharmaceutical Marketing Club, veterinary section, New London Centre, Parker Street, Drury Lane, London WC2, at 12 noon. First annual meeting. Speaker at luncheon, Mr John Smith Baxter on "The veterinary surgeon and the pharmaceutical industry."

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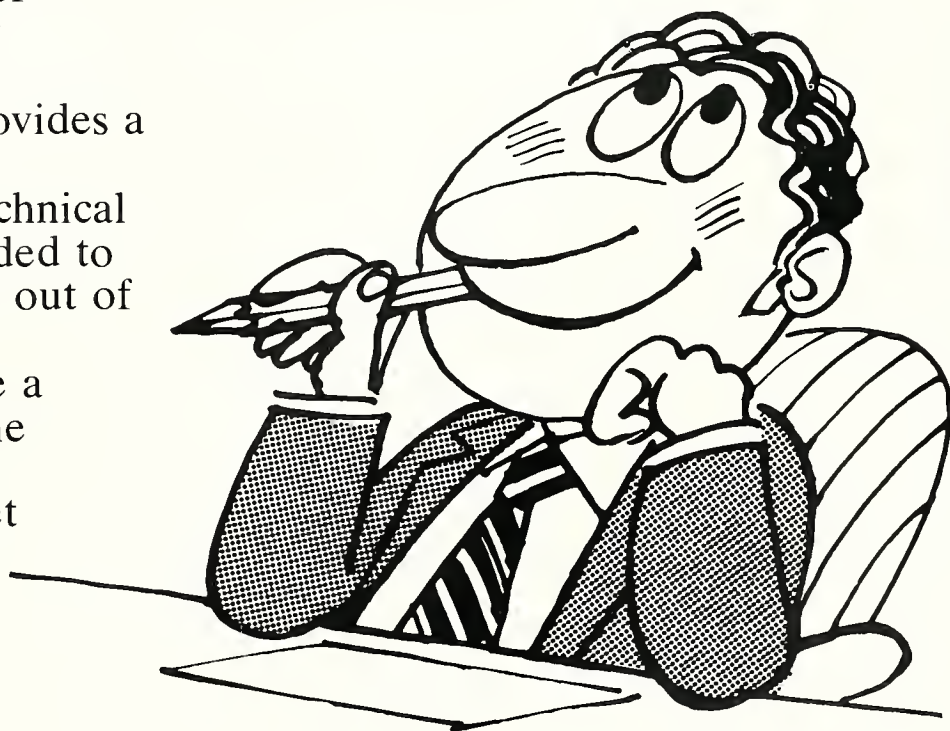
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